

LIFE

MARGARET LEIGHTON
OF THE "OLD VIC"

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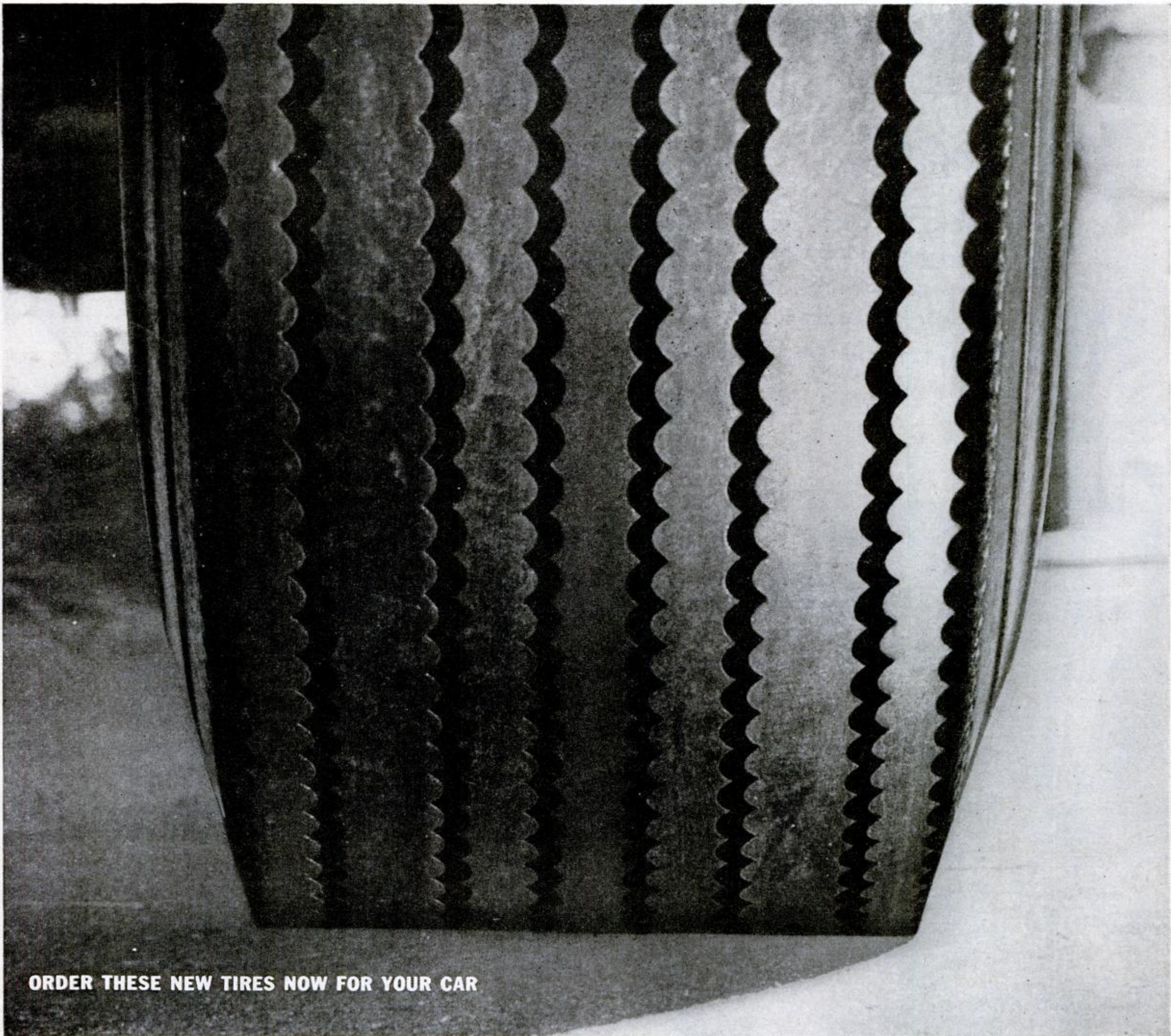
This is the moment, this is forever, this is the slice of enduring joy you have cut for yourself for keeps...

For keeps, too... you'll cherish your longed-for Community. Place it proudly on lace or linen, delight in its tradition, its distinction. You'll feel a gracious hostess as candleglow lights its mellow gleam. You'll bless that treasured Community "extra"—an overlay of solid silver at hard-use points. Community patterns are classic, enduring. Community prices are bride-budget wise. Jewelers suggest Community's 50-piece service for 8, in a handsome chest, \$71.50. (No Government tax.)

Community
THE FINEST SILVERPLATE



If it's Community... it's correct



ORDER THESE NEW TIRES NOW FOR YOUR CAR

HERE'S THE NEW B.F. GOODRICH TIRE THAT OUTWEARS PREWAR TIRES

POLICE CARS have tested them! Taxi fleets have tested them! The B. F. Goodrich fleet has tested them! These new tires have passed more than 17 million miles of tests with flying colors.

Why?

Because the new wider, flatter tread (see picture above) puts more rubber on the road—more rubber to share the wear. No part of the tread has to take too much of the burden.

Because the body of the tire has been

made 35 per cent stronger by using tougher cords—and more of them.

Because an extra shock-absorbing breaker strip is included in the new tire.

The result is a tire that offers better than prewar mileage. But that's not all. In laboratory tests it resists bruising better than prewar tires, and it will stand more rough wear than you are ever likely to give it. Even at high speeds this new tire will outwear prewar tires.

The demand for these new, better

tires is still running ahead of our ability to make them. But we are making tires and shipping them every day.

If your B. F. Goodrich dealer does not have these new tires in stock, let

him take your order. He'll notify you as soon as they arrive. Meanwhile he'll help you get the most out of the tires you now have. *The B. F. Goodrich Company, Akron, Ohio.*

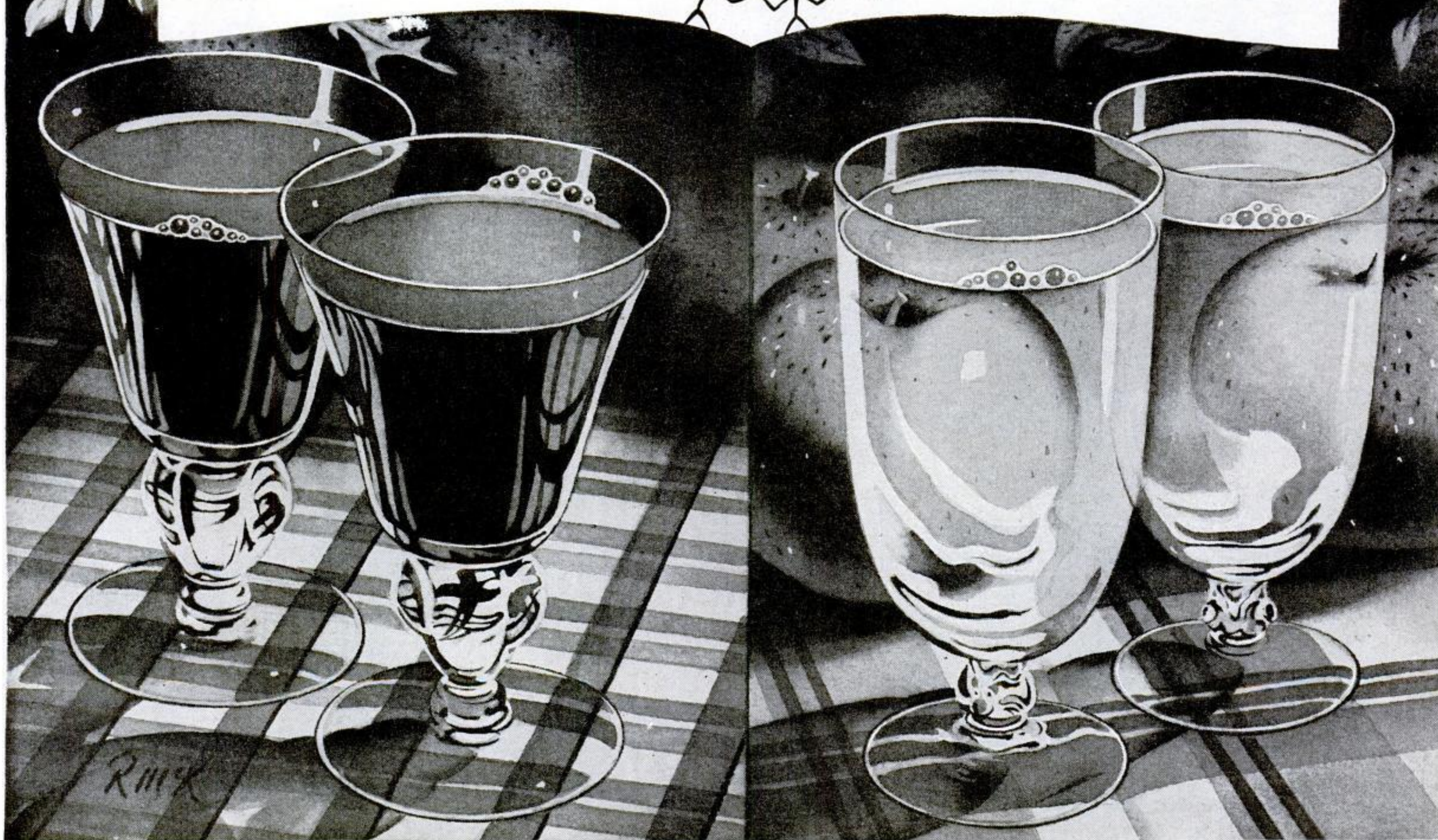
B.F. Goodrich

FIRST IN RUBBER

MOTT'S LUSCIOUS LIMERICKS FOR LOVERS OF FLAVOR

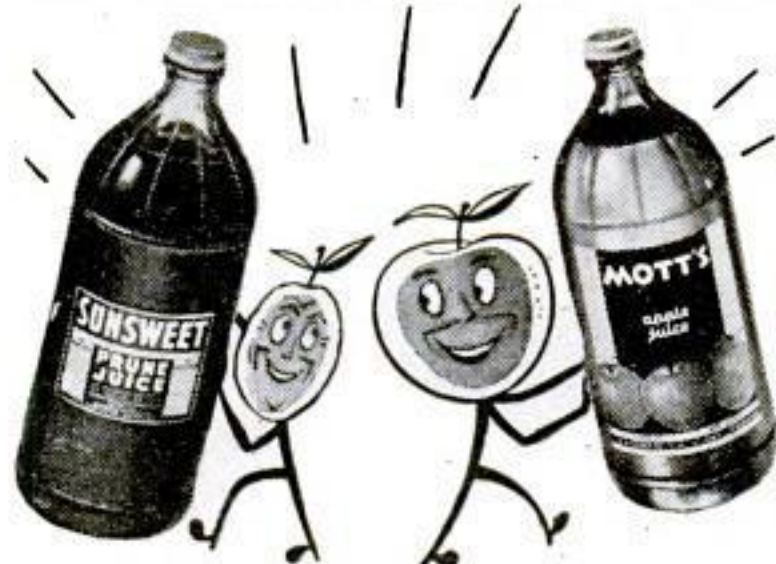
JUST AS PLUMP AND AS RICH AS CAN BE
THE BEST PRUNES EVER GROWN ON A TREE
MAKE SUNSWEET A DREAM!
ONE SIP AND YOU'LL BEAM!
"SUNSWEET'S THE PRUNE JUICE FOR ME!"

FOR FLAVOR THAT'S TANGY AND SWEET
MOTT'S APPLE JUICE CANNOT BE BEAT!
SO ZINGY! SO CLEAR!
YOUR FAMILY WILL CHEER!
"MY, WHAT A GLORIOUS TREAT!"



Sunsweet Prune Juice

They draw their glorious flavor from the California sun — these tender, succulent Santa Clara Valley prunes! So plump and oh-so-luscious — they make Sunsweet Prune Juice the richest, yummiest prune juice your lips ever met! Naturally sweet — nothing added — *Sunsweet is all pure prune juice!* It's one of the most healthful of all fruit juices! Get Sunsweet today! It's America's favorite prune juice.



MOTT'S APPLE JUICE

It's nippy! Zippy! Wonderful! This juice from crisp, rosy-red apples! Once you taste its sweet-and-tangy goodness — you'll agree — Mott's Apple Juice is the keenest, ziestest fruit juice that ever thrilled your palate! A little scarce this year — due to the shortage of fine New York State apples! But some there is — so ask for it! 'Cause Mott's Apple Juice is a glorious treat — morning, noon, and night.

MOTT'S

BRINGS YOU FINE FRUIT PRODUCTS



Try these, too! Mott's Apple Sauce
Mott's Apple Cider • Mott's Jellies
Mott's Vinegars

Don't buy or build that house

UNTIL YOU READ THIS BOOK!

It costs only \$2.00 but it may save you thousands

IF YOU expect to buy or build your own home, you owe it to yourself and your family to check through this book before you do another thing. It will help you get the best possible house for the least amount of money—and it will show you how to avoid all the expensive and heart-breaking pitfalls.

This book is a product of the collaboration between a practicing economist who is also an authority on Home Ownership and a distinguished American architect. The result is a thorough, practical guide for home builders interested in low-cost homes ranging from \$5,000 to \$10,000. More than 100 houses of all types and styles are shown, complete with photographs, plans, cost factors and other details.

No other book offers you all these unique features:

1. It talks about *real* houses . . . all actually built in the \$5,000 to \$10,000 class.
2. Uses real *photographs* and *actual plans* instead of dream sketches.
3. It deals with *traditional* style houses and *Practical Proved Modern*—not expensive or untried freaks.
4. Offers a fool-proof *Estimating System* which helps you tell, *in advance*, how much your house will cost . . . in any section of the country.
5. Steers you away from "bad buys" by explaining *why* they are bad.
6. The result of perfect collaboration between an *Economist* and an *Architect*.
7. Gives a handy and convenient *Protect-yourself Check List* . . . to remind you of things you may forget when you go house hunting.
8. Analyzes the *good* and *bad* points of every house.

A partial list of some of the subjects covered

How to finance the house: all about Loans, Mortgages, Budgeting, Expenses, Taxes.

One-story houses (with plans): The Basic house, Ranch houses, Summer houses, Bungalows, Week-end Cabins.

Two-story houses (with plans).

Various types of prefabrication.

Period, Traditional and Modern styles.

Special cost tables to enable you to calculate costs anywhere in the United States under any market conditions.

The Legal aspects of home building.

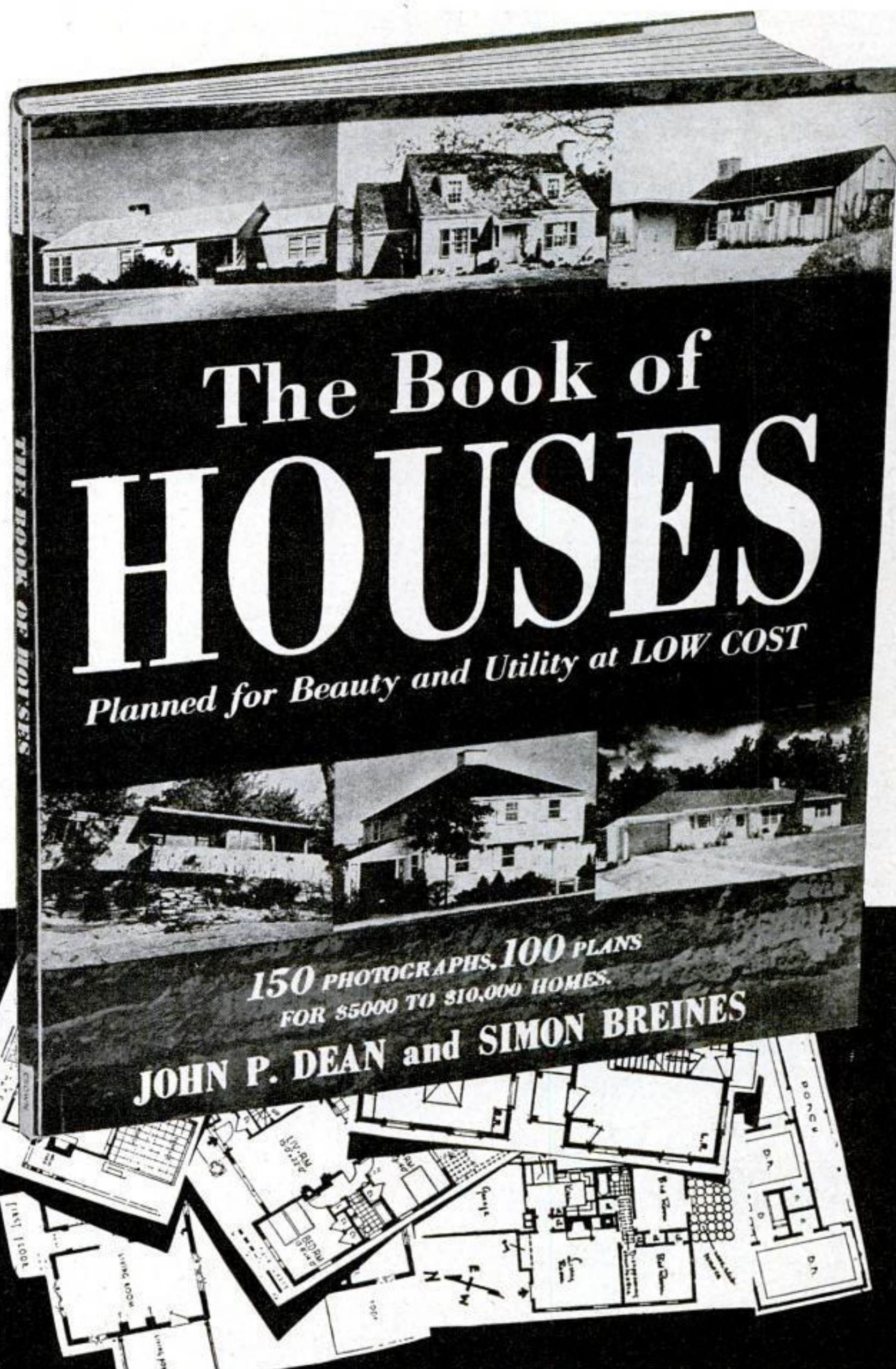
All about picking a Site; what kind of Neighborhood to look for.

Pointers on Remodelling and Enlarging.

Kitchens and Bathrooms.

Details of Room Planning, Windows, Insulation, Stairs, Built-in Furniture, Storage.

Safety factors.



USE THIS COUPON
It is the best way to be sure
of having a fine home

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100 HOUSES
150 PHOTOGRAPHS
100 PLANS
MANY OTHER ILLUSTRATIONS
AND ONLY

\$2.00

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☐ To save postage, check here and enclose \$2.00 with this coupon. Same refund privilege, of course.

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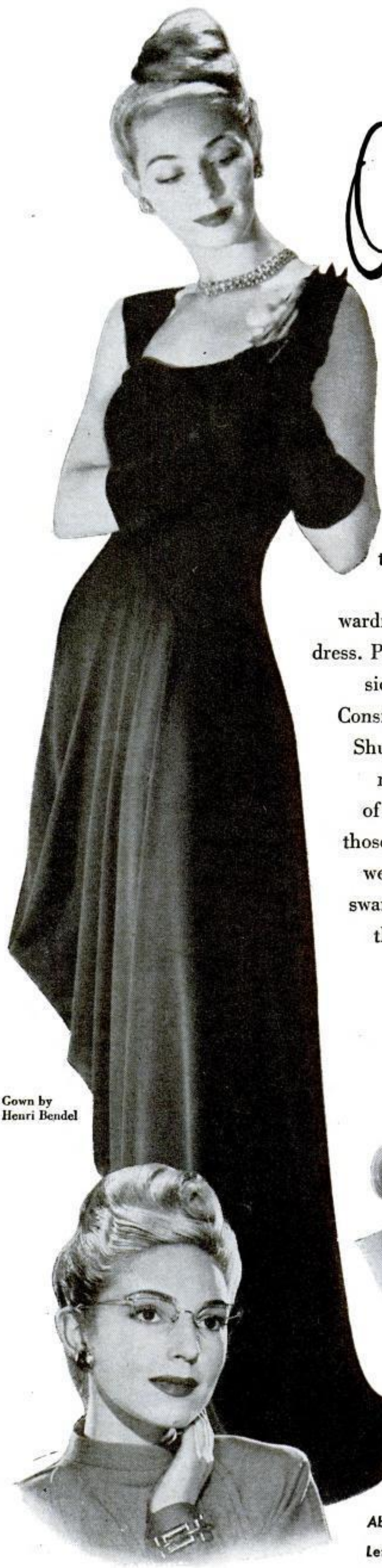
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This One



OY4E-2JQ-JYAD



Gown by
Henri Bendel

But what about your *Optical Wardrobe?*

● If you wear glasses, of course you want to look your smartest. You want your husband or boy friend to admire you, glasses and all. So why not give a thought to your optical wardrobe, as well as that pert new party dress. People see faces first—and first impressions count!

Consider the smartest thing in eyewear—Shuron. To complete your optical wardrobe, *Fashion* says you need three pair of glasses. One for all-occasion wear—those graceful *Shurset Ful-Vues*. Another to wear with your tweeds or plaids—the swank *Shuron Fiesta Shelltex* frames. And the third, those glamorous new sunglasses—the *Shuron Sunrex*.



Above: Fiesta
Left: Shurset
Right: Sunrex

Your professional man will show you many different styles for all occasions. Ask him to "style" your face with Shuron glasses.

Shuron

SMART EYEWEAR

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LETTERS TO THE EDITORS

"SHALL I REMARRY?"

Sirs:
Fascinating is the word for Lilian Rixey's report on Denver War-Widow Bernadine Doyle (*LIFE*, April 15), which revealed all those supposedly ordinary, but actually wonderful, Americans with the interest and precision of some masterly novel. . . .
VICTOR VICTOR
Hempstead, N. Y.

Sirs:
Congratulations. . . . The American people have long needed such an article. . . .
MINER W. TUTTLE
Deerfield, Mass.

Sirs:
Not only should the story be a great inspiration to many lonely young women, but let us hope that it makes them realize that they may have many qualities actually sought for by serious-minded young men.
Many men, including myself, would prefer the war widow to the unmarried woman. She's still a young lady. But she knows life. She'll think twice before she'll say yes to any proposal and not accept a proposal just to be married. She has learned that marriage is a serious adventure. She enjoys an intelligent conversation, instead of the silly giggle indulged in by the best of unmarried women. . . .
FRANK CLARKE
Highland Park, Mich.

Sirs:
...Because Bernadine married, lived with and had a couple of fine-looking boys by James Doyle, any man she marries is going to find the shade of James popping up now and then. However a lot of understanding dusted lightly with temporary blindness takes care of things quite well. I know. I'm stepping into a similar situation before long.
True I am a bachelor, but not for

CONTINUED ON PAGE 6

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LIFE
May 6, 1946

Volume 20
Number 18



by THE GIRL IN THE SEAMPRUFESLIP

IF YOUR SIGN IS TAURUS** . . . you're deeply emotional, yet business-like. You're quick to appreciate all fine things.

AND YOUR SLIP'S A SEAMPRUFESLIP . . . trim and tailored; streamlined in rich Bur-Mil* rayons. This is your slip fashion . . . however there's a *Seamprufe* for everyone . . . every taste . . . every birthdate!

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April 20—May 20

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MOTHER'S DAY
MAY 12

At better stores everywhere, \$2 to \$3

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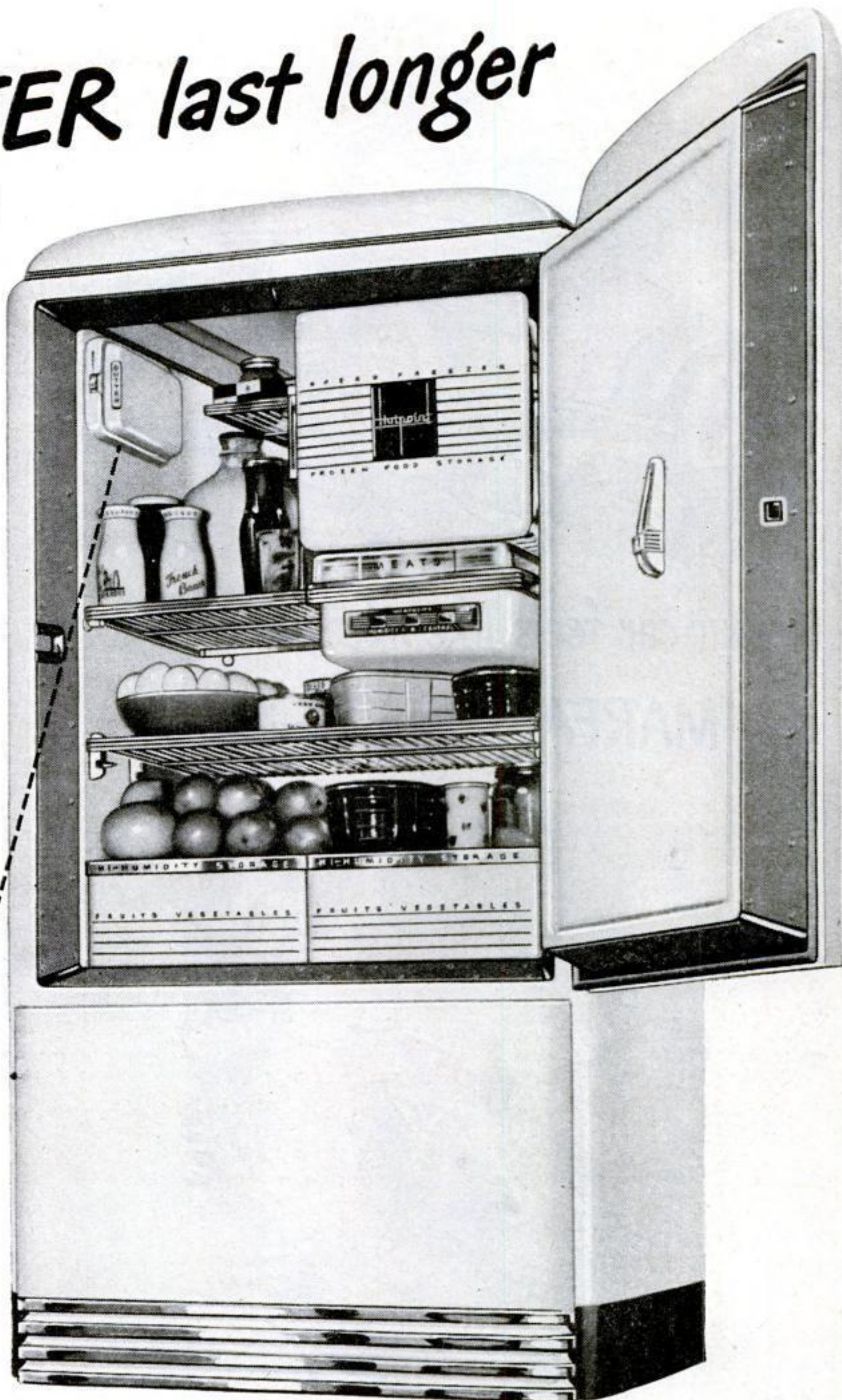
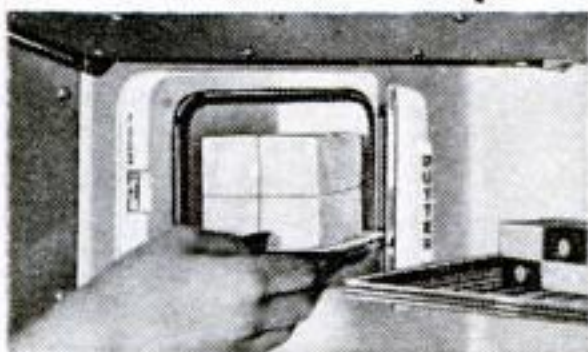
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*REG. U.S. PAT. OFF.

How to make BUTTER last longer ...go further!



AMONG a host of thrifty, efficient features in the new Hotpoint Electric Refrigerator, you'll especially prize the new Butter Conditioner with temperature control—now that saving butter is so important. This feature not only keeps your butter sweet and fresh but makes it go further by maintaining the right consistency for easy spreading. You'll also like the other economies and advantages of the Six-Way Cold Storage Compartment—easily adjustable for every type of food.

See the new Hotpoint Refrigerator at your dealer's. Compare its quality, its performance, its price. Value for value, feature for feature, Hotpoint is the best refrigerator buy!



1 COMPARE QUALITY—and you will see that every feature of this great Hotpoint Refrigerator is outstanding. From the famous Thriftmaster mechanism and the many advanced convenience features to the gleaming white Calgloss finish, this refrigerator reflects the top quality which has given Hotpoint a 40-year reputation for dependability.

2 COMPARE PERFORMANCE—see how the stainless-steel Speed Freezer (with space for frozen foods) plus Butter Conditioner and dozens of other features, contribute to greater Hotpoint thrift and efficiency! Check service-free records of Hotpoint Refrigerators in homes. From every standpoint, you'll find the new Hotpoint tops in performance!

3 COMPARE PRICE—and you'll be delighted to find that the new Hotpoint Electric Refrigerator—like all Hotpoint products—is moderately priced. And in addition, it costs surprisingly little to operate a Hotpoint Electric Refrigerator. No wonder Hotpoint is the popular choice of thrifty folks who want the best value in a refrigerator.



THE NEW HOTPOINT HOME FREEZER gives you three sliding wire baskets that enable you to group frozen foods—remove them easily. These new freezers have lift-top, illuminated interior and dial control. Available soon.

VALUE FOR VALUE YOUR **BEST BUY IS**
Hotpoint
ELECTRIC REFRIGERATOR
DEPENDABILITY ASSURED BY 40 YEARS EXPERIENCE

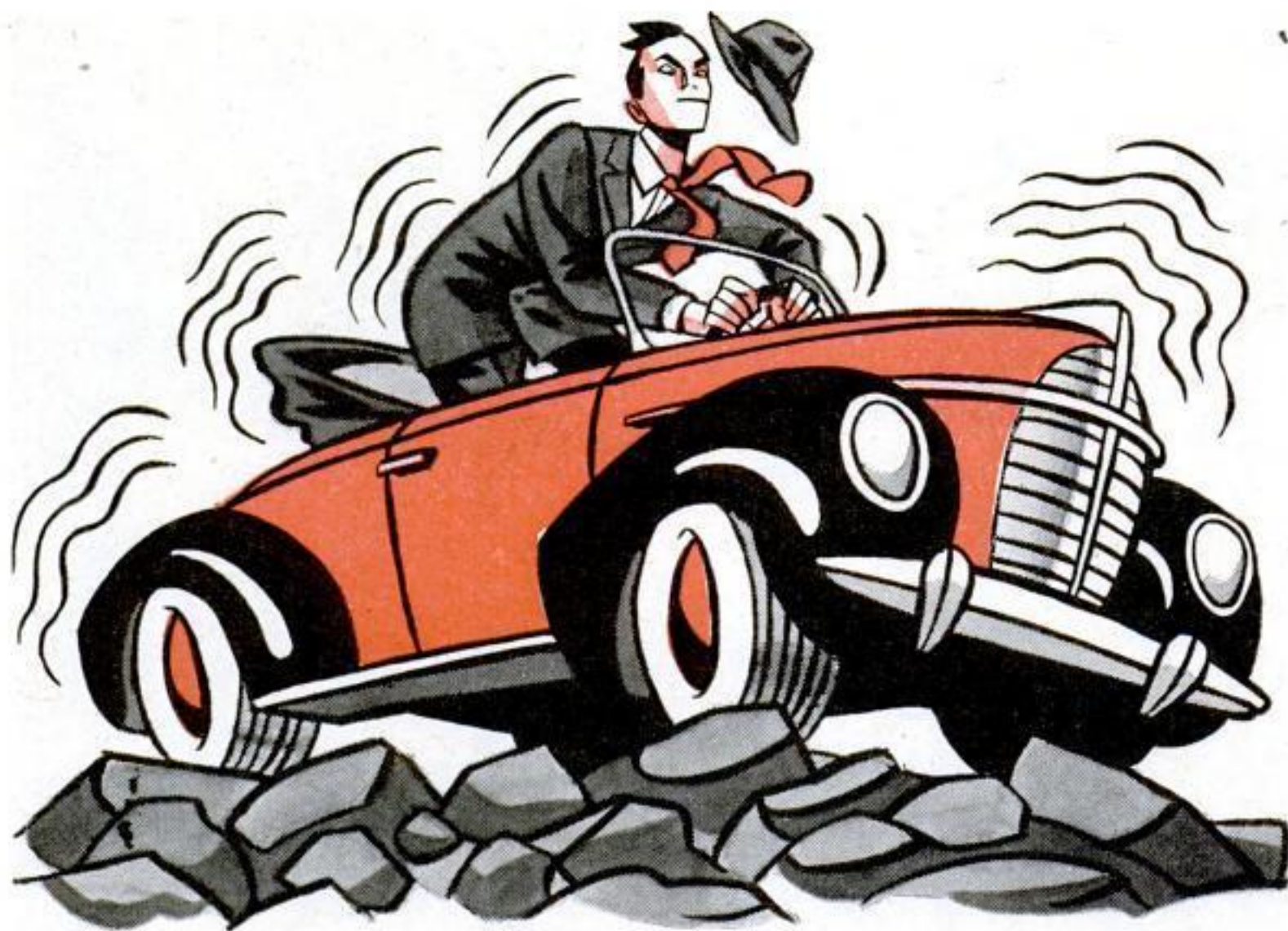
PLAN YOUR KITCHEN AROUND 3 HOTPOINT WORK CENTERS

1 COOKING CENTER. New Hotpoint Automatic Electric Range—ideally located near sink or dining-room door—cooks fast and automatically.

2 FOOD STORAGE AND MIXING CENTER. New Hotpoint Electric Refrigerator keeps foods fresh longer—provides convenient storage space.

3 DISHWASHER CENTER. Hotpoint Electric Dishwasher washes, rinses and dries dishes. Hotpoint Disposall whisks away waste.

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MARFAK Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH MARFAK!

If your car feels weary and worn, especially over rough pavement, change to *Marfak* Chassis Lubrication. It's made to give you cushiony driving ease from one lube job to the next — not for just a couple of hundred miles but for at least 1,000! Tough, shock-resisting, *Marfak* resists squeeze-out. Applied by chart, never by chance. Ask your Texaco Dealer to give your car "that *Marfak* feeling" now!

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TEXAS
COMPANY

Time in the TEXACO STAR THEATRE every Sunday night starring JAMES MELTON with his guest, ED WYNN. See newspapers for time and station.

LETTERS TO THE EDITORS

CONTINUED

many more months. If I should part from this vale of tears after being married I surely wouldn't want my wife to spend her time sitting on my tombstone. . . .

WILLIAM JOHN TIPPETT

Upper Darby, Pa.

Sirs:

. . . I, too, was faced with the identical problem, when my husband, Major Paul Douglas Wood, was lost on Bataan in April of 1942. I was left with a son and a daughter, 8 and 1½ years old respectively.

The past four years were not easy ones for us. I was compelled to seek employment, a widow's pension of \$78 a month being so inadequate. This necessitated leaving young Jeanne with neighbors and was not conducive to a normal family life.

I fully realized that my children needed a father, but the thought was always in my mind that the love of my children for a new daddy and vice versa might not be mutual.

However, last September I met G. N. Hersey Jr., USNR, and we were married shortly thereafter. I wish now that Bernadine Doyle could see what a happy family we are. I now have a home and can perform the function of being what my children want me to be and what I should be, a mother.

Although the children often refer to their father in Heaven, they have taken to their new daddy more than I had ever thought possible. In the past their problems were always brought to me, but now they go to daddy.

Perhaps our happy household is the exception that proves the rule. Nevertheless, I would strongly advise any widow, particularly one with children, to remarry. . . .

MRS. GEORGE N. HERSEY JR.

Washington, D. C.

Sirs:

Flash the green light! Turn the go-ahead signal up! Yes! Yes! Yes! Bernadine Doyle's husband would not want his sons to grow up without a father's love. Bernadine should and will remarry!

MRS. CHARLES PURNELL

Wichita, Kan.

● Reader Purnell will be happy to know that Bernadine Doyle and Al Langfield plan to be married on July 13—if they can find a house by that time.—ED.

FATHER LYNCH

Sirs:

"The Earth and Father Lynch" (LIFE, April 15) is worth the year's subscription to LIFE.

It puts into simple words readily comprehended by all one of the greatest mysteries of the universe. . . .

M. SCIALABBA

McAlester, Okla.

RARE AUTOGRAPHS

Sirs:

Some of the autographs reproduced in the April 15 issue of LIFE were furnished to you by the New York Public Library. We were, therefore, quite surprised to see LIFE's story on rare manuscripts and find not only that no credit had been given the library, but that by implication the



Smart

looking . . . extra

COMFORTABLE

Foot-fatigue vanishes when you enjoy the twin-comfort of Porto-Ped's resilient air cushion and exclusive Arch Lift. What's more, you'll take pride in the expert crafting of finest leathers for distinctive appearance. See your Porto-Ped dealer, or write us for his name. \$7.85 — some styles higher. Portage Shoe Mfg. Co., Milwaukee, Wisconsin.

BRIARWOOD
Model 2372
White Buck

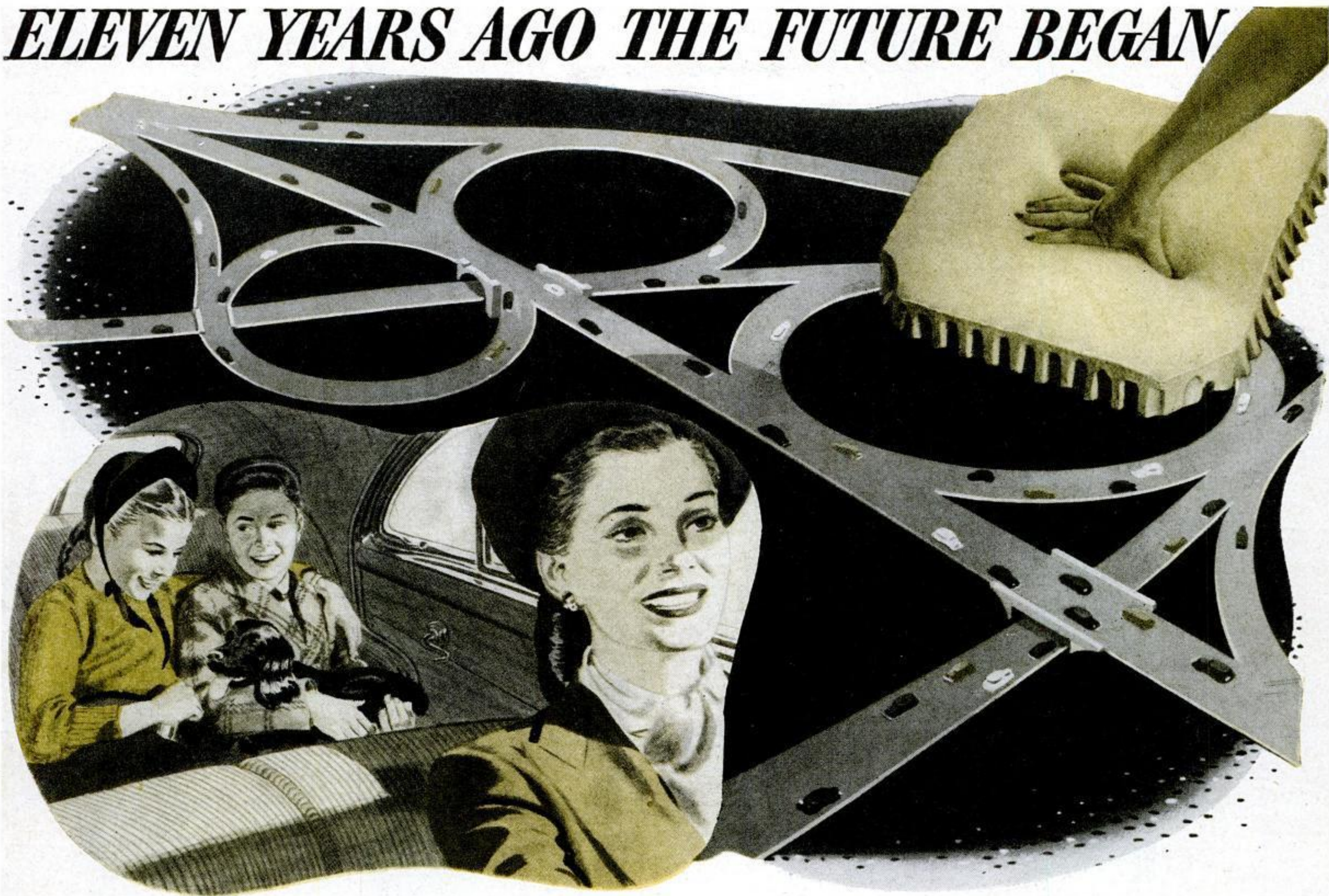


PORTO-PED Air Cushion
★ Yields with every step
★ Absorbs shocks, jars
★ Keeps you foot-fresh



CONTINUED ON PAGE 8

ELEVEN YEARS AGO THE FUTURE BEGAN



A New Era of Comfort

Soon you will find more riding pleasure in your new automobile because of "U.S." Koylon Foam cushions. They were born eleven years ago... the beginning of an age of wonderful, luxurious comfort.

For Koylon Foam's thousands of light and pliant

cells breathe under the slightest touch of your body. Your tired muscles relax on these cushions of air, which support you with gentle firmness.

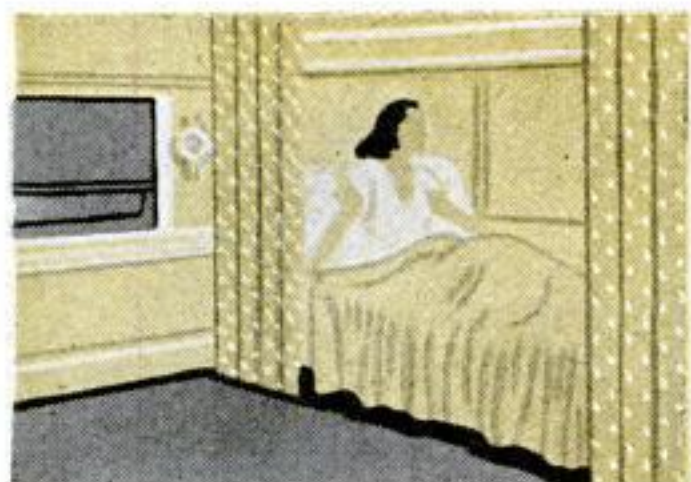
You have met Koylon Foam cushions already—in the lounge chairs of airliners, in supremely comfortable theatre seats, in the chairs of your favorite, smart restaurant. The smoothness of your Pullman berth, the deep and perfect sleep you enjoyed in one of America's fine hotels may well have been gifts of "U.S." Koylon Foam.

Koylon's interconnecting cells of elastic rubber foam maintain original shape. There are no mechanical parts to break down. Koylon Foam is free from dust, odor, moisture. And Koylon cleans itself.

Tomorrow, Koylon Foam cushions will bring you the ultimate in relaxation everywhere—with Comfort Engineered automobile seats, light as a cloud; mattresses on which you will drift through nights of unbroken sleep...and hundreds of other comforts, at home or away, for your greater delight in living.



Armchairs in airliners are made of Koylon Foam cushions. They reduce fatigue, no matter how long your trip.



Restful train berths are Comfort Engineered with Koylon. They help you sleep more soundly at any speed.



Koylon is bringing long nights of child-like sleep to thousands of users, making homes smarter, more comfortable.



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Cannon Nylons!

YOU'LL NEVER KNOW how glamorous nylons can be till you've worn will-o-the-wisp Cannon Nylon Stockings! Created by Cannon Mills. Machine-tested to guard against flaws... then sealed in a gay new Cannon Handy Pack, for protection, till they reach your loving hands! Ask for full-fashioned Cannon Nylons at your favorite store.



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LETTERS TO THE EDITORS

CONTINUED

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DEOCH FULTON

New York Public Library
New York, N.Y.

● LIFE's belated thanks to the New York Public Library, and also to New York's autograph firm of Walter R. Benjamin, for the use of rare and valuable autographs.—ED.

PESSIMISM

Sirs:

Is the Picture of the Week (LIFE, April 15) intentionally indicative of your current editorial policy?

It states *pessimistically* that the two miners are walking along the West Virginia tracks with their wine jug "half empty." LIFE should have said *optimistically* that it was half full.

C. G. THOMPSON JR.

Charleston, S. C.

Sirs:

... When I buy a jug of wine I buy it full. When I drink half of it, I'm full and the jug is half full.

Now if I were foolish enough to buy an empty jug of wine, I'd have



nothing to start with—so half of nothing is still nothing—half empty, that is!

ROGER E. CASE

Bristol, Conn.

● Optimistic or pessimistic depends on the point of view. Anyone studying the picture carefully would note from shadows that it is just barely noon and the miners have already gone through half the jug.—ED.

DIFFERENCE OF OPINION

CONTINUED

Sirs:

The letter from "Cover-Up Girl," Elizabeth M. Odell (LIFE, April 15), protesting against LIFE's cover picture of Lucille Bremer, handed me a great big laugh!

"Outrage"? "Ugly"? Phooey!

There is nothing in this world good or bad, but that thinking makes it so.

MRS. GLENN DURHAM

Detroit, Mich.

Sirs:

Starting with a speck of protoplasm, the Lord labored two billion years to mold it into human form.

Those who look upon His handiwork and find it beautiful regret that

CLAUDE RAINS...

Always a dependable performer... co-starring in "Angel on My Shoulder," a Chas. R. Rogers production, released thru United Artists.



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REGENCY

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Yes, the Stratford Regency is a *good pen* and a *good value*. Select yours today, in handsome duotone combinations or smart solid colors. At all reliable pen counters.

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CONTINUED ON PAGE 10

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Your Navy in Action

EVERY GREAT NAVAL OPERATION OF THE WAR

Told by the Great Admirals Who Sailed the Fleet
From Norfolk to Normandy—from the Golden Gate
to the Inland Sea!

and
illustrated with
Over 500
MAGNIFICENT
PHOTOGRAPHS
—many full color—from
the confidential files
of the Navy



Actual Size
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Your Navy in Action

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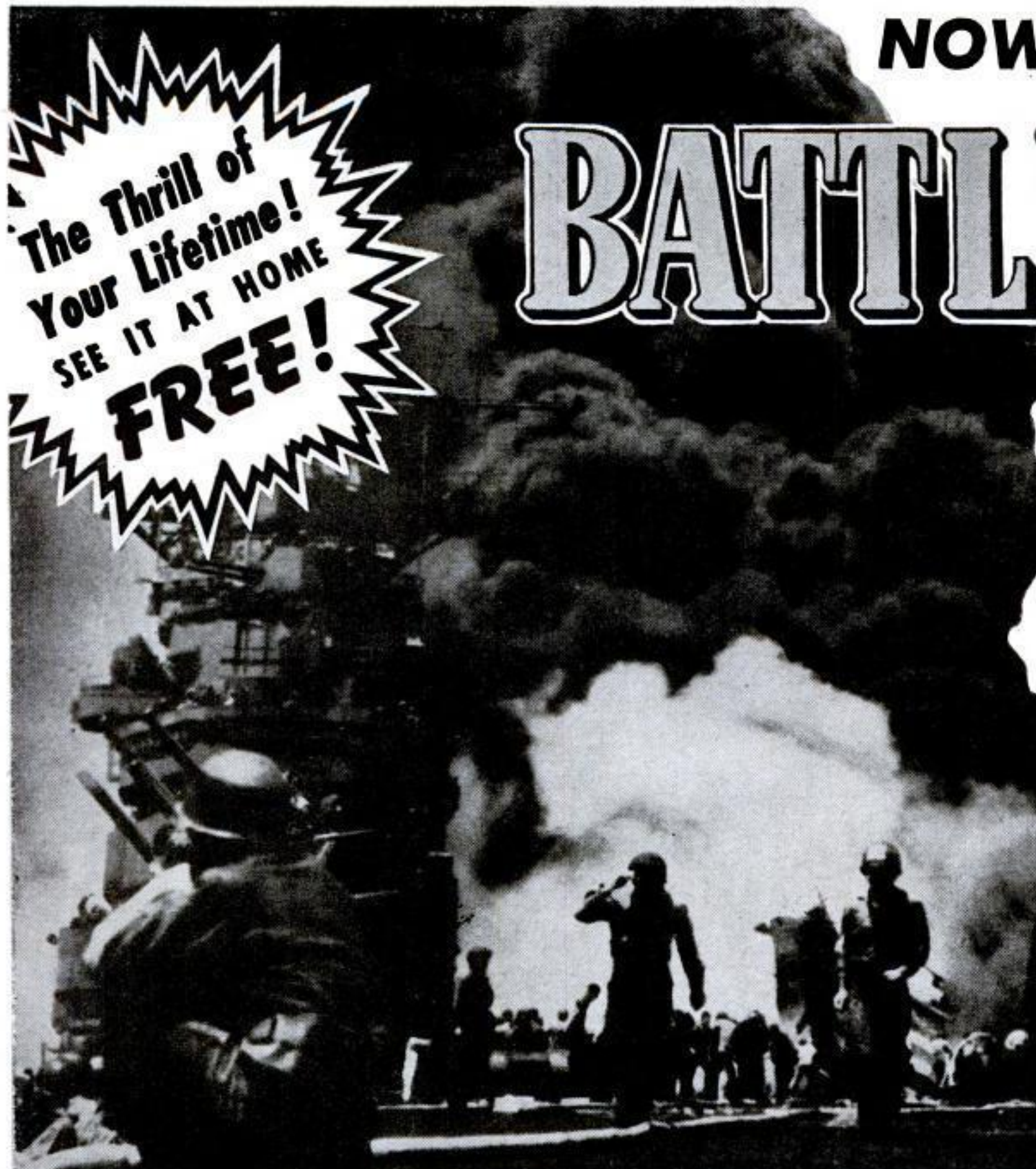
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See the Sensational Exploits of Navy Fliers, Submarine Heroes, Amphibious Troops!

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All the Thrills of "The Fighting Lady"! All the Drama of "Destination Tokyo"! All the Punch of "They Were Expendable"!

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The Battle of Guadalcanal

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U. S. Coast Guard in the War

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The Battle of the Coral Sea

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Conquest of Tarawa

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The Invasion of Normandy

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The Conquest of Iwo Jima

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Commander of Marine and Army Exp. Forces at Saipan
The Battles for Guam, Tinian, and Saipan

Lieut. Gen. Roy Geiger, USMC
Commander of Marine and Army Exp. Forces at Capture of Okinawa
The Conquest of Okinawa

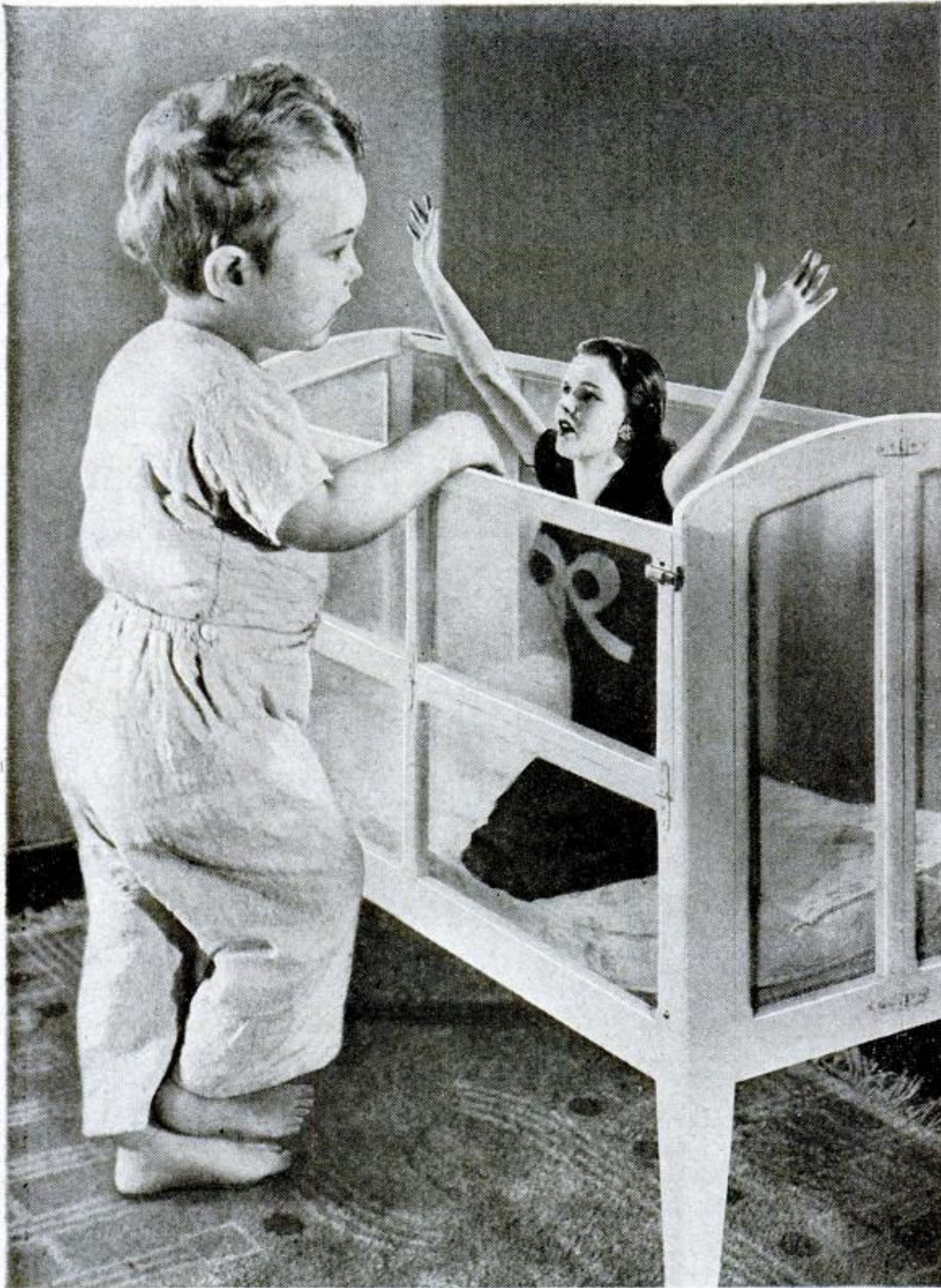
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Admiral Chester W. Nimitz
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KEEP YOUR NAVY STRONG!

The Navy offers a splendid lifetime career to intelligent, ambitious young men. Ask the nearest Navy recruiting officer for details.



"I know it's no picnic, Mom!"



BABY: Didn't I tell you a baby's life is tough, Mom? But you had to try it—to believe me!

MOM: Lamb—you were so right! I hate being parked in one spot. I'm miserable from wriggling around. Does a baby's skin always feel as uncomfortable as this?

BABY: That depends, Mom. A baby's skin can be smooth and soft as a stork's wing. Providing, of course, his mother treats him right with Johnson's Baby Oil and Johnson's Baby Powder!

MOM: Darlin', I didn't know! But I'm

willing to learn!

BABY: Okay, Mom. First lesson—smooth me down with pure, gentle Johnson's Baby Oil, after my bath. Use some more at diaper changes, to help prevent what my doctor calls "urine irritation."

MOM: Yes, teacher. And then?

BABY: Lesson two—Don't forget there'll be times when I need lots of soft, cool sprinkles of Johnson's Baby Powder to help keep chafes and prickles away!

MOM: Let's go—for the Johnson's! Here's where I start taking honors as a mama!



Johnson's Baby Oil
Johnson's Baby Powder

Johnson & Johnson



LETTERS TO THE EDITORS

CONTINUED

pious Elizabeth Odell should see only ugliness.

FRANK T. DENMAN

New York, N.Y.

Sirs:

Maybe Elizabeth M. Odell would have them all dress like this. Doesn't she know there is a clothing shortage?

SAM CALDER

Los Angeles, Calif.



THIS?



OR THIS?

Sirs:

Meow!!!!...

GEORGE BRUCE

Sewickley, Pa.

DEMOCRATIC LETTERS

Sirs:

It is life and every aspect of it portrayed in your Letters to the Editors by the readers themselves that represents a true cross section of the American people.

Every letters column has its assortment of cranks, humorists, philosophers and plain Joe Doakeses. This I enjoy thoroughly in spite of the fact that some of the ignorant, narrowminded, so-called citizens are ready to criticize and tear down anything and everything that comes to their attention.

However this is true democracy and therefore should be respected as such. I salute your magnificent contribution.

THOMAS L. GALLAGHER

Gary, Ind.

Should a girl tell her parents everything?



MUM'S THE WORD when you're afraid to tell the truth. That's why, for a while, I'd never let on to Dad when I needed a laxative. That terrible-tasting stuff he used to make me take was so high-powered that it would just about floor me! I certainly was glad when he found out for himself that

SOME LAXATIVES ARE TOO STRONG!



BEING "CAGEY" didn't work, either, when Mother decided that I ought to try one of those insipid-tasting "sissy" laxatives! No matter how hard I'd try to conceal the fact, Mother *always* knew when I needed something. It was only after I convinced her that the stuff wasn't giving me proper relief, that she finally agreed that

SOME LAXATIVES ARE TOO MILD!



COMPLETE FRANKNESS was restored in our family when the folks decided to give Ex-Lax a trial! Ex-Lax is such a swell laxative that I never hesitate telling them now, when I have to "take something." Tastes good—like fine chocolate. Acts good, too—gently, yet effectively. Not too strong, not too mild...

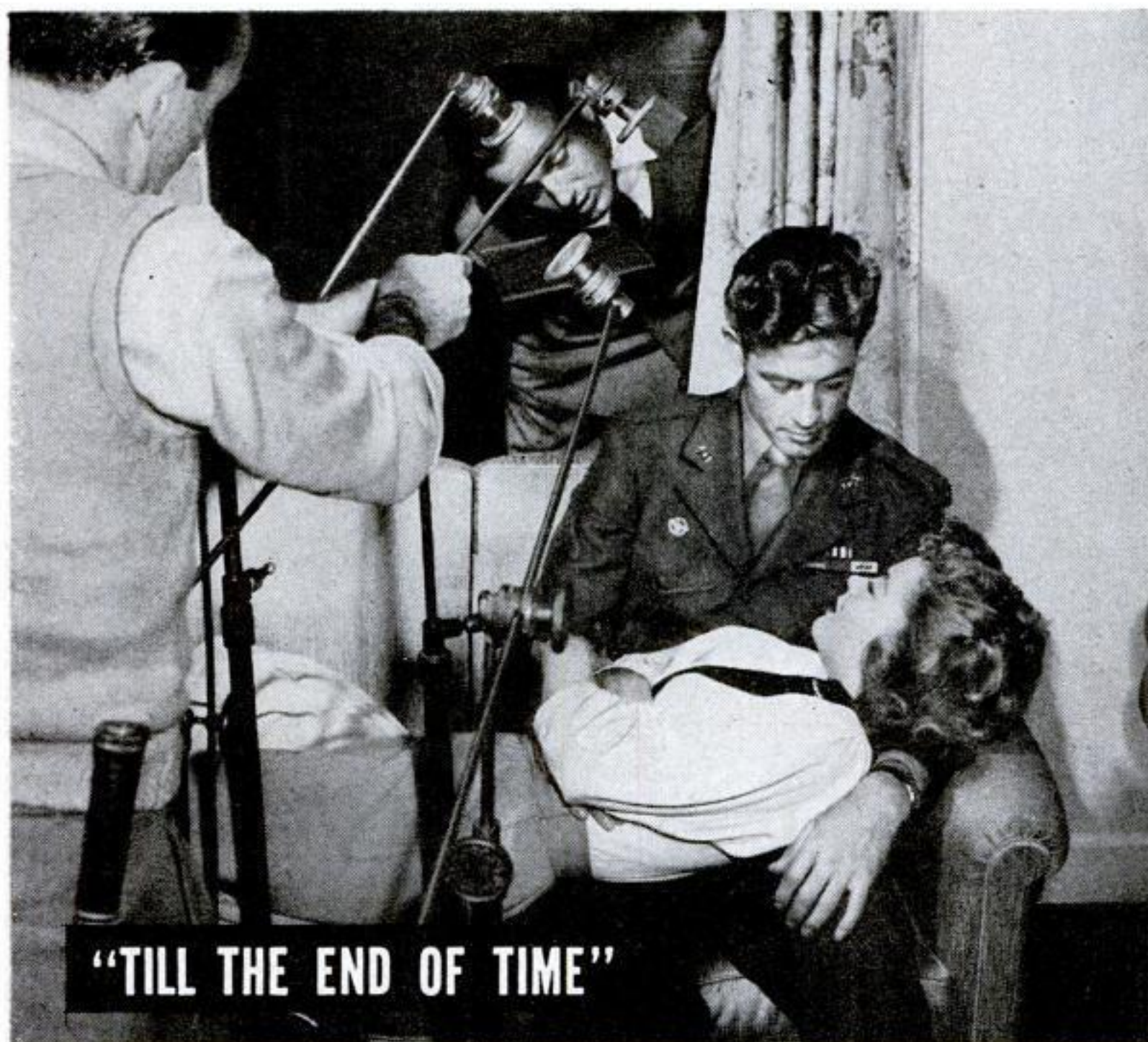
EX-LAX IS THE HAPPY MEDIUM!

As a precaution use only as directed.

EX-LAX
THE "HAPPY MEDIUM" LAXATIVE
10c and 25c at all drug stores

RKO's PIC-TOUR OF THE MONTH

Love scene intimate . . . but not private . . . as movie technicians crowd Dorothy McGuire and Guy Madison.



"TILL THE END OF TIME"

GOT HIS JOB BACK. Rehearsing a love scene for RKO's *Till The End Of Time* are DOROTHY McGUIRE, brilliant star, and GUY MADISON, just out of Uncle Sam's Navy. You remember him—the sailor in *Since You Went Away*. Cast includes ROBERT MITCHUM, BILL WILLIAMS.



"SINBAD THE SAILOR"

SINBAD IN BAD? *Sinbad the Sailor*, first film after 5-year military service, finds DOUGLAS FAIRBANKS, JR. seeking favor of lovely, but aloof, co-star, MAUREEN O'HARA. Sharing stellar honors in RKO's romantic and lavish Technicolor production is WALTER SLEZAK.



"NOTORIOUS"

SUSPENSE ON THE SET. Producer-director ALFRED HITCHCOCK is held in suspense by CARY GRANT and INGRID BERGMAN, between scenes of their forthcoming picture, RKO's *Notorious*. Hitchcock has just made a dive (in vain) for a piece of Grant's birthday cake.



"SISTER KENNY"

BING CROSBY'S FOUR SONS visit ROSALIND RUSSELL, star of RKO's *Sister Kenny*, and present her with toy train for youthful inmates of the Elizabeth Kenny Institute for infantile paralysis victims. This notable film about the famous nurse, co-stars ALEXANDER KNOX.

**THESE BIG RKO PICTURES WILL
SOON BE SHOWN AT YOUR THEATRE**





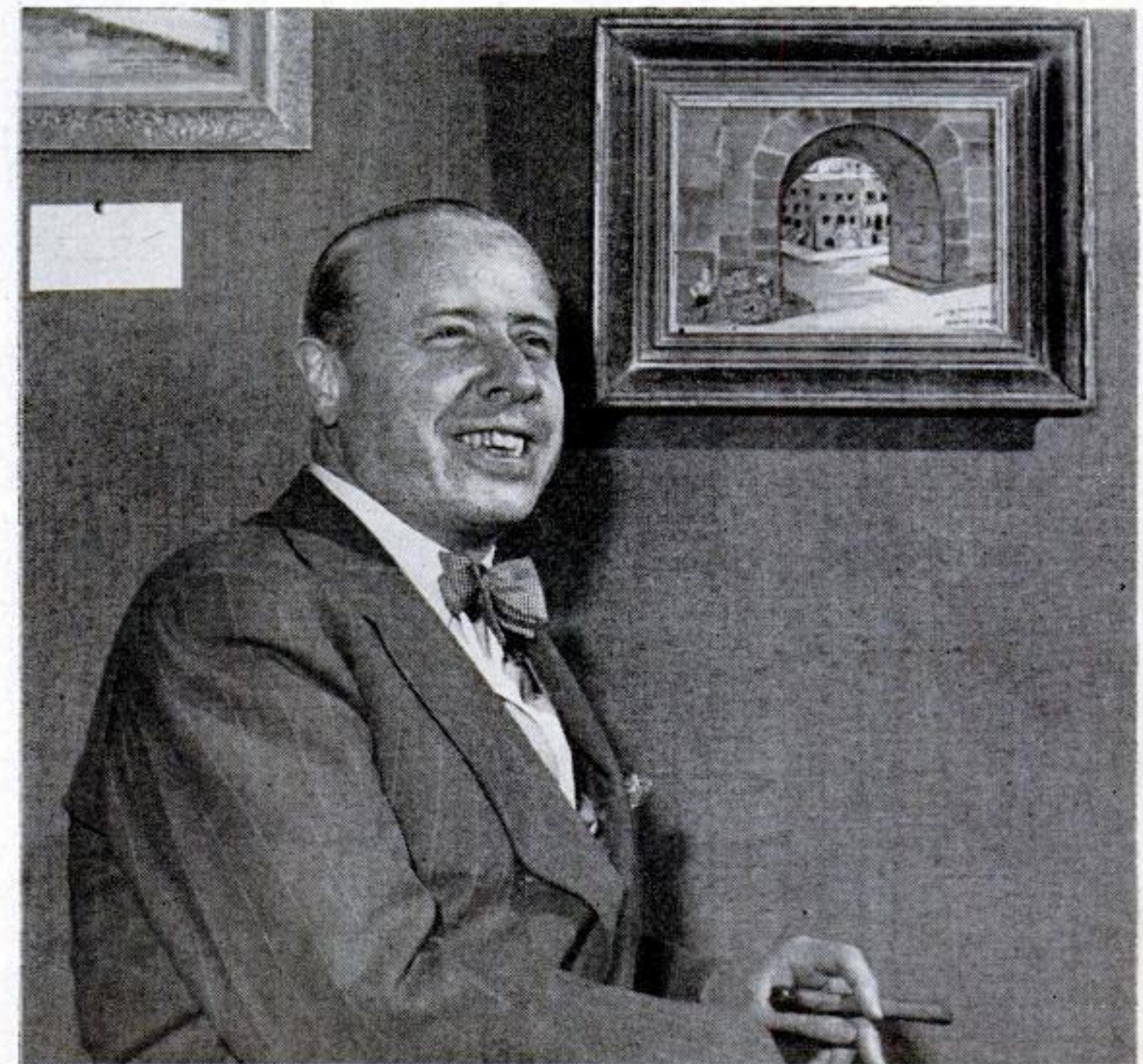
MRS. WILLIAM B. BANKHEAD, widow of the late Speaker of the House and the stepmother of famed actress Tallulah, stands beside the sculptured head of her husband. She made the bust shortly before Mr. Bankhead died in 1940. Rep. Brooks Hays of Arkansas (below) painted the view overlooking the plaza from a window in his Washington office.



REP. WALTER HORAN of Washington grins proudly beside his bas-relief, pine wood carving of a father reading to his pajama-clad son at bedtime. The admonitory legend framed at upper left of the wood plaque is one of the proverbs from the Old Testament.

SPEAKING OF PICTURES...

... CONGRESSMEN TAKE TIME OFF TO SHOW THEIR ART WORK



JOSEPH CLARK BALDWIN, "silk-stockings" representative from New York, shows off *Upper Park Avenue*. It was done in shades of tan and red. Mr. Baldwin's New York home is on lower Park Avenue, a much swankier neighborhood than one he painted.



MRS. ROBERT L. F. SIKES, wife of Florida's Representative Sikes, presented a self-portrait. Inspiration for the work was huge-brimmed hat shown in painting. She wanted to see how she looked in it in oils. Hat she has on is not the one in picture.

Last month Washington's Congressional Club supplied a welcome divertisement for congressmen by putting on an art exhibit. It was no ordinary show. Most of the 80-odd paintings and sculpture in the gallery were executed by the congressmen themselves. Also included were works by their wives and secretaries. Ranging from honest, kindergarten efforts to slick, professional-looking oils, the art work drew a great deal of surprised admiration and even more good-natured kidding. During the show a three-piece orchestra played gentle music and punch and cakes were served.

A thick slice of official Washington was present at the opening, including Harry Truman, who was subject of one of the drawings (see p. 15). The audience was quick to pick out its favorites, one of which was a frank, unflattering self-portrait by Rep. James Percy Priest of Tennessee (see p. 15) who said he painted it specially for the show "to give my cultured colleagues a laugh."



MRS. ROBERT HALE, wife of a representative from Maine, sketched a sprawling farm scene. She calls it *Pastel—Amherst, Mass.* She did not want to show her amateur attempt but close friends took it from her home and hung it in the gallery at the exhibit.



MRS. JAMES M. TUNNELL, wife of the senator from Delaware, displayed a conventional still life in oils, *Garden Bouquet*. Mrs. Tunnell has been painting for years. had another entry in the show. Andrew L. Somers (below), New York representative here standing by three of his carvings, was only congressional artist to exhibit a nude.





**“good? I’ll say! keen ice cream—
and nothing but . . . in**
***ICE CREAM DIXIES*”**

Takes the small fry to know the best nickel buy in town. Ice Cream Dixies rate tops with Mom, too. Because no ice cream but the finest gets into Ice Cream Dixies. For 22 years they’ve stood as a symbol of purity and cleanliness — the *best of company* for your child.

SPEAKING OF PICTURES

CONTINUED



SELF-PORTRAIT painted by Tennessee's Rep. James Percy Priest shows popeyes and a Joe E. Brown mouth. It was one of the show's big attractions.



SKETCH of "Distinguished Gentleman Smelling Flowers" is by Rep. Clare Boothe Luce. It was based on a photograph that appeared recently in LIFE.

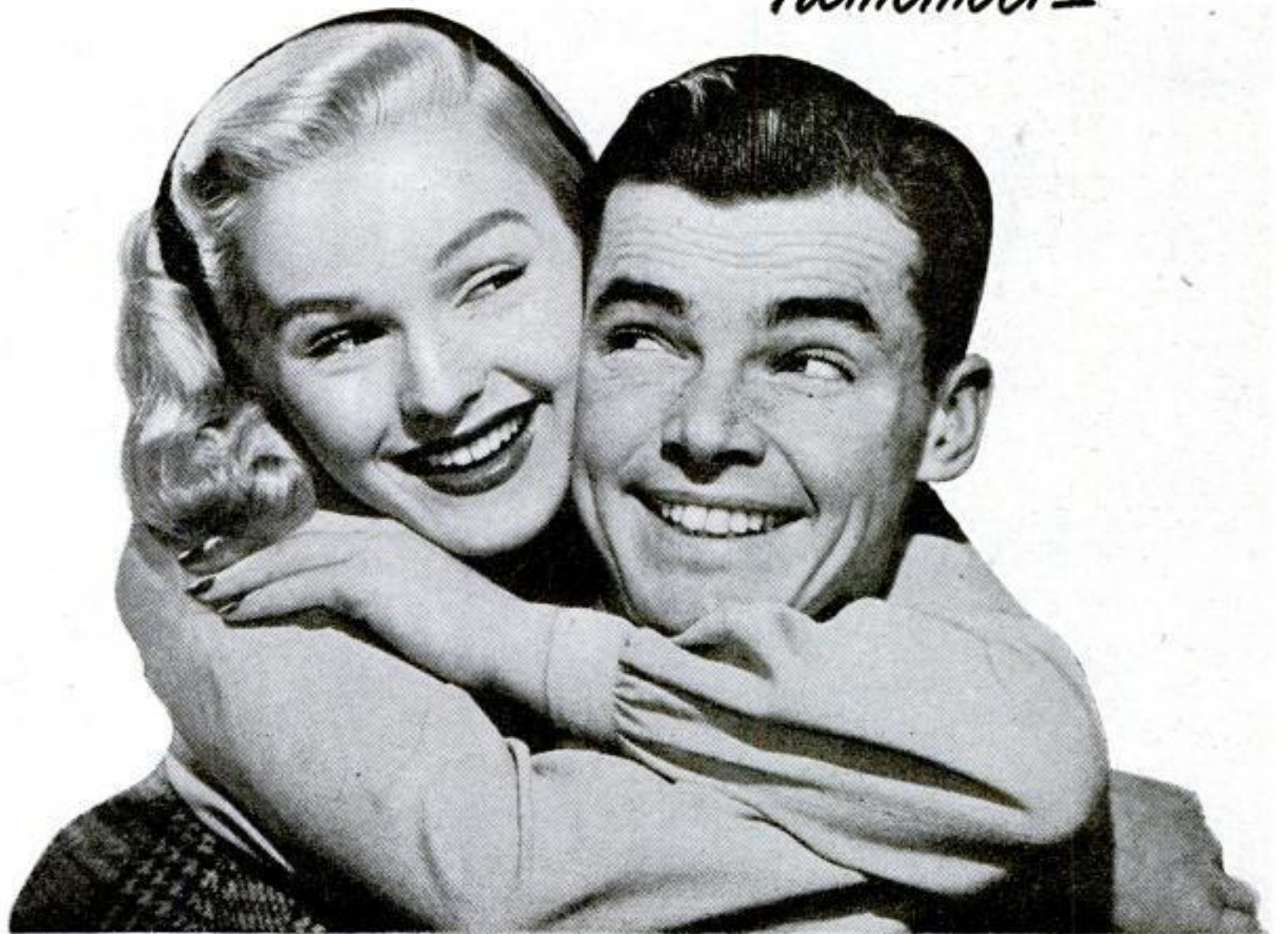


BALLET DANCER was painted by Mrs. Mary Pratt Herter, wife of Representative Herter from Massachusetts. It features a brilliant crimson background.



If You're In the Doghouse—

Remember—



Colgate Dental Cream Cleans Your Breath While It Cleans Your Teeth! -

DON'T take unnecessary chances with your breath! Use Colgate Dental Cream twice a day and before every date. Colgate's active *penetrating* foam gets into hidden crevices between teeth—helps clean out decaying food particles—stop stagnant saliva odors—remove the *cause* of much bad breath. And Colgate's soft, safe polishing agent cleans teeth thoroughly yet gently—brings out their natural sparkle and beauty! Yes, Colgate Dental Cream cleans your *breath* while it cleans your teeth!

SCIENTIFIC TESTS PROVE THAT IN 7 OUT OF 10 CASES, COLGATE DENTAL CREAM INSTANTLY STOPS BAD BREATH THAT ORIGINATES IN THE MOUTH!



Use
COLGATE DENTAL CREAM
Twice a Day—and Before Every Date

why risk offending?...

air-wick kills

cooking odors,

smoking odors,

bathroom odors...

air-wick freshens

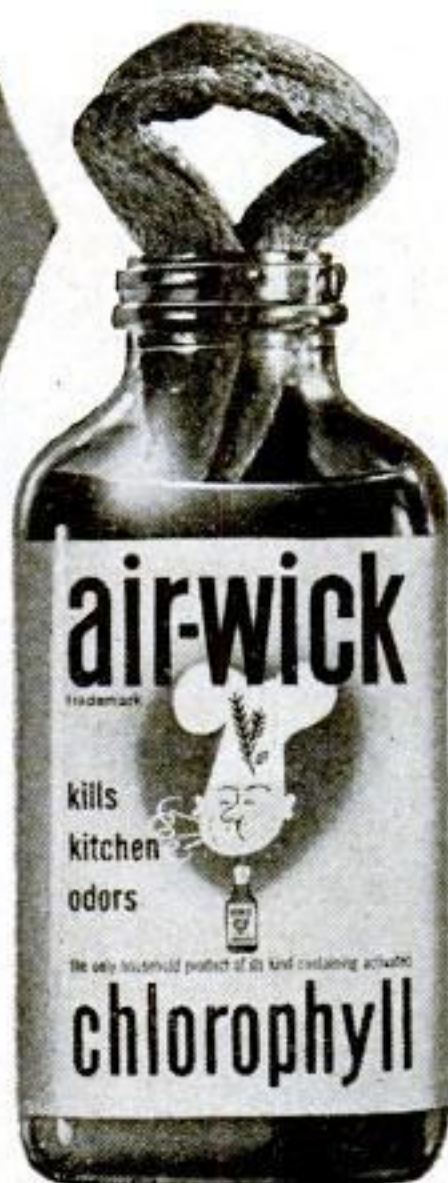
stuffy closets, nurseries,

sick rooms...

air-wick makes

indoor air "country-fresh"

It's simple!
nothing to light...
non-inflammable...
just pull up the wick



More than six million people have already discovered **air-wick***, the bottle with the magic wick which kills unpleasant household odors. Simply open the bottle and pull up the wick. Unpleasant odors disappear almost immediately. You will find **air-wick** at all better stores. And remember, **air-wick** is the only household product of its kind that contains **chlorophyll**... the substance which nature uses to freshen the air in garden and forest.

*air-wick deodorizer and household freshener is fully protected by U.S. patent. **air-wick** is a trademark of Seeman Brothers, Inc., New York 13, N. Y.



LIFE'S REPORTS



AT GEORGE VI'S CORONATION MANY WORE MOSS BROSS RENTED ROBES

MOSS BROSS

London firm rents clothes for royal occasions

by WILMOTT RAGSDALE

LONDON

The biggest rental clothing establishment in Great Britain is Moss Bros., pronounced by all Britons, "Moss Bross." It has been conservatively stated that no modern British king could have been crowned properly without Moss Bross. Nor could nine out of ten fashionable London weddings have been held.

Moss Bross rent out clothes for all extraordinary occasions, from coronations to hunt balls and point-to-point races, for which both silks and saddles are provided though the customer still has to furnish his own mount. At a Covent Garden opening an immaculately tail-coated gentleman meeting a similarly decked-out friend under the crystal chandeliers will inevitably remark, "Hello, Moss Bross." When Orchestra Leader Vic Oliver at a command performance saw the stall-seat customers in evening dress, his first words were, "I see you've been to Moss Bross." The King leaned over the side of his box and laughed as hard as anyone.

Such recognition gives Moss Bross the status of an English institution. Although, so far as is known, King George has never lacked the proper dress for even the most ceremonious occasions, he knows well that many attendants at the royal functions are wearing black knee breeches and silk stockings rented from Moss Bross. Even at his coronation the King undoubtedly wondered which peers of his realm were wearing the ermine and velvet hired just the day before. Moss Bross have a dozen such robes for peers' use at coronations and royal funerals. They have no trouble renting these robes and think it reasonable that few peers should feel like investing permanently in costly robes which are used for such irregular occasions as the crownings and deaths of English kings. Partly for prestige Moss Bross invest up to \$1,000 apiece in such robes, which they lock in tin boxes and keep in the store basement. "After all," one employee explained, "the style doesn't change much." Moss Bross do not provide the peers' jeweled coronets worn at coronations but they do provide the swords. These are forged by the Wilkinson Company, whose craftsmen made the Stalingrad sword Prime Minister Churchill gave Premier Stalin at Teheran.

But not only peers hie themselves to Moss Bross. Before any formal ball or opening in London, the prospective renters of tails and dinner jackets wait in a queue on the third floor for their ap-

CONTINUED ON PAGE 19



Gruen Veri-Thin Mode, smart, modern case, \$33.75

Imagine me with my precious diploma and the Gruen I've wanted all my life!



Gruen Veri-Thin Arrow, handsomely styled, \$33.75

And my first book will be dedicated "to my Mother who always knows what I want"



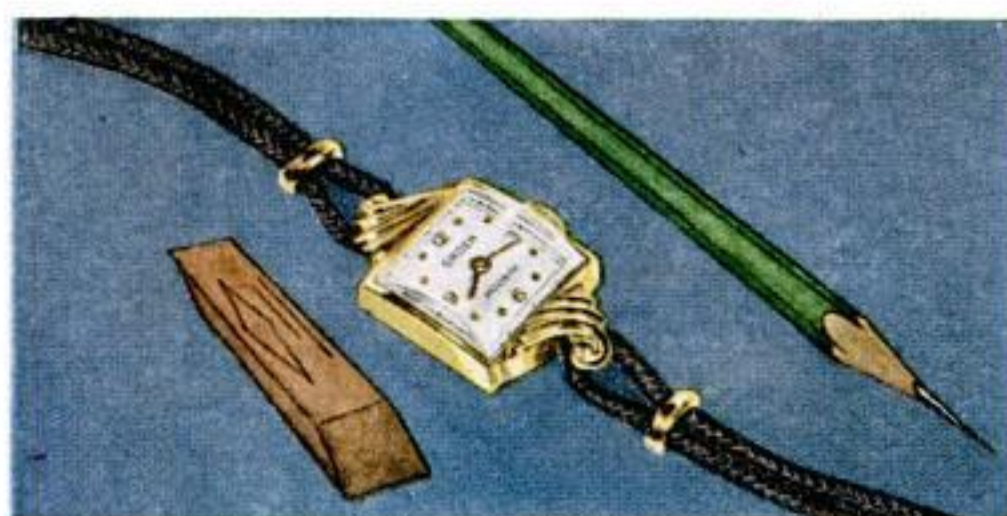
Gruen Veri-Thin Concerto, 17-jewel movement, \$42.50

Only the finest parents in the world would think of such a thrilling gift!



Gruen Veri-Thin Douglas, 17-jewel Precision movement, \$42.50

Even if I never get to be President



Veri-Thin Ballet, 17-jewel Gruen Precision movement, \$55.00

Mom, I'm supposed to be a writer—but no words can tell how much I love this Gruen



Gruen Curvex Huntress, 17-jewel Precision movement, \$67.50

Dear Folks: Your present arrived—wherever I go, it means you're near me!



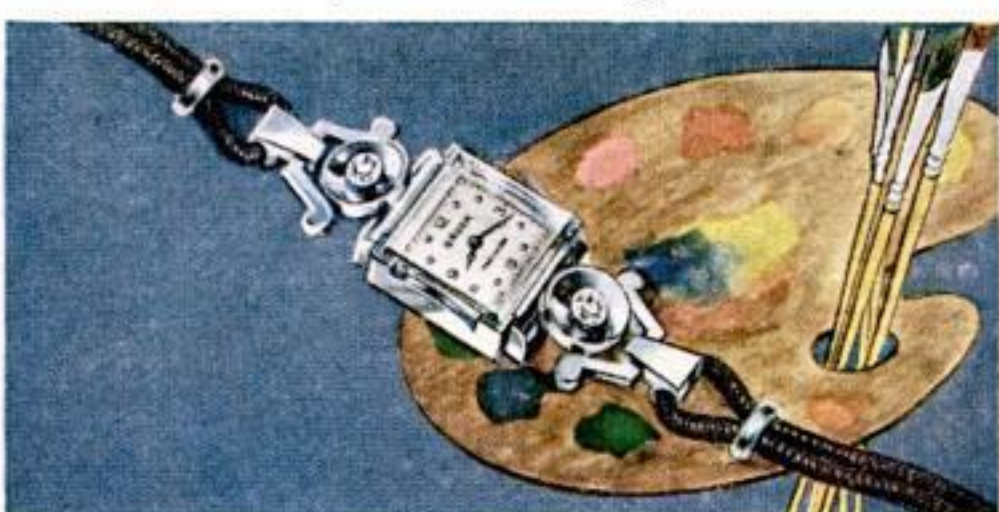
Pan American Eagle, 17-jewel Gruen Precision movement, \$55.00

It means even more than the M.D. after my name. It stands for you!—



Veri-Thin Symphony, 17-jewel Precision, 14k gold case and band, \$119.50

It will always remind me how lucky I am to have you for my Mother and Dad!



Gruen Veri-Thin Venus, 14k white gold, 2 diamonds, \$165.00

P.S.—It's the most beautiful watch I've ever seen. Thanks a million!



Curvex Count, 17-jewel Gruen Precision movement, \$67.50

And its Precision accuracy is terrific!



Veri-Thin York, 17-jewel Gruen Precision movement, 14k gold, \$110.00

Thanks, Dad, for the swellest present any future lawyer ever got!



Veri-Thin Manhattan, 17-jewel Gruen Precision movement, 14k gold, \$135.00

Dear Mom: Two things I can't repay—my education and a watch I'll always treasure.



Veri-Thin New Yorker, 17-jewel Gruen Precision movement, \$59.50

No honor I ever achieve, Dad, will top this beautiful Gruen—

FOR GRADUATION give a Gruen, America's most treasured commencement gift! To say congratulations in the nicest way, see the new Gruen Precision Watches at your Gruen jeweler. Priced from \$33.75 to \$4,000, including Federal Tax. The Gruen Watch Company, Time Hill, Cincinnati 6, Ohio, U. S. A. In Canada: Toronto, Ontario.

Free—ask your Gruen jeweler for the fascinating "World Time-Teller."

GRUEN... THE PRECISION WATCH... AMERICA'S CHOICE SINCE 1874



Trade Marks Reg.
U.S. Pat. Office



"Some of my studies are tough. But they seem much easier when my mind is fresh, because I'm able to concentrate on them better."

"fresh up" with Seven-Up

*YOU LIKE IT...
IT LIKES YOU!*

It's hard to concentrate on a problem when your mind is weary and stale. That's why it's a good idea to interrupt your thinking now and then and "fresh up" with 7-Up. For there's a cheerful quality about this drink that helps to brighten your mood... and a brisk, clean flavor that is the very spirit of freshness. So, for a fresh viewpoint and a fresh start, "fresh up" with 7-Up. Just stop at any place displaying the 7-Up signs.

Laugh with The
"Fresh Up" Show,
Mutual Network
Every Wednesday
evening.
8:30 ET—7:30 CT
6:30 MT—8:30 PT



"oh, you beauties!"



Compliments, right and left, for Wunderhose, whose lovely, lively bloom lasts as long as the stocking itself. We call Wunderhose the "family" stocking, because there is a special style, weight and fit for the younger girls as well as for Mother.



And how they all go for Wunderhose anklets, too, in luscious shades! Next time you're "stocking shopping" for the family, simply say "Wunderhose,"—that will take care of all the girls from mother to the baby and save time and money for you.



Wunderhose

SAME STYLES IN EVERWEAR AND ARROWHEAD
RICHMOND HOSIERY MILLS, ROSSVILLE, GA.

*Young in Style
Junior in Size*



Panties with Detachable Garters. Similar Style in Girdle.

FORTUNA
TRADE MARK REG
GIRDLES, PANTIES, BRAS

AT LEADING STORES

WOLFE & LANG, INC.
35 W. 32nd St., New York 1, N. Y.

LIFE'S REPORTS CONTINUED

parel, which costs \$6 an evening. June, with college graduations and weddings, and December, with its holiday parties, are the rush times. Moss Bross handle rentals with a discretion usually practiced only by envoys of foreign missions and more sophisticated headwaiters. Not only do they protect the names of renters but they have tactfully placed screens in the renting rooms. If a crusty colonel, in the act of trying on a tail coat, sees one of his subalterns coming through the door he can, by a quick maneuver, get behind the screen and avoid an embarrassing meeting.

Although renters' names are never mentioned, it is significant that the single-spaced mailing list of English nobles alone is more than 20 feet long. A dozen cabinet ministers and two prime ministers from the Dominions patronized Moss Bross at the last coronation.

Though the rental service has made Moss Bross famous, it is a small part of the whole business. Moss Bross are listed as "Naval, Military, RAF General Outfitters and Saddlers," specializing in sales of military and sporting outfits. The store, which was founded in 1881, still occupies its original building at King and Bedford Streets in the dingy section near Covent Garden market, away from the shopping area. It has not let success turn its head toward a smarter location in Mayfair. It has expanded to five floors, each of which is on several rambling levels connected here and there by a few steps.

In 1939 Alfred, the original Moss, turned the management over to his nephew, who is called "Mr. Harry." Under Alfred and Mr. Harry the original store has set up 18 branches including one on the Isle of Man, off the English coast.

The cultivation of an easy-going, low-pressure service engenders an unclerkly personality in the Moss Bross clerks, who are called "assistants" because they assist the customer. Old assistants like George Snelling, who started in 1901, can remember serving an assortment of characters ranging from old-time fighters like Sam Langford to the last queen of Spain. He recalls selling Victor McLaglen, then a London prizefighter, an inexpensive trunk for his first trip to Hollywood. Pershing bought several raincoats at Moss Bross during World War I

"I learned the hard way!"



THIS story begins in the late 1920s... day of the boyish bob, the flower-pot hat and the Charleston.

That's when Mrs. P. R. Norris of Grinnell, Iowa, was married. When she set up housekeeping, her hope chest was bulging with fifteen beautiful sheets.

Doesn't sound hard so far, does it? But those fifteen sheets taught Mrs. Norris a valuable lesson! We quote her recent letter:

"Nine of those sheets were Pequots. Blithe little me, I never dreamed, then, what a difference there was in sheets. But I learned...and learned the hard way!"

Our blithe little bride had plenty of opportunity to compare her Pequots with the other sheets; she used them through the inevitable sieges of sickness and years of commercial laundering. Here's what she learned:

"...the other sheets proved to be weak in spots, and one by one had to be discarded. The Pequots stood up beautifully! Even now, four of them

are fresh and firm and whole enough to use...From now on, it's 100 per cent Pequots for me!"

We're sure that if you buy sheets of several other brands, and use them with your Pequots, you too will find Pequots give smoother comfort and longer wear.

But why learn the hard way? Why not ask for Pequots right off? We're doing our best to supply all retail stores with America's favorite sheets.

Pequot Mills, Salem, Massachusetts.

PEQUOT SHEETS

so good-looking



so long-wearing

CONTINUED ON NEXT PAGE

Stops Perspiration Troubles Faster

THAN YOU CAN SLIP ON YOUR SLIP



Look for this new, excitingly different idea in deodorants. Ask for new super-fast ODORONO Cream Deodorant... *stops perspiration troubles faster than you can slip on your slip.* Works better because it contains science's most effective perspiration stopper.

Affords other greatly needed blessings too: Will not irritate your skin...or harm fine fabrics...or turn gritty in the jar. *And really protects up to 3 days.*

Change to new ODORONO Cream Deodorant—super-fast...super-modern...excitingly different.

NEW, Superfast



ODO-RO-NO

CREAM DEODORANT

39¢ Also 59¢ and 10¢ Plus Federal Tax

ODORONO ICE is back from the wars... 39¢

LIFE'S REPORTS CONTINUED

and Eisenhower, Patton and Montgomery were customers during the recent war. When Montgomery wanted a short, warm, waterproof coat for Italy, Snelling dug up a shooting jacket with big flapping pockets "to hold the field marshal's give-away cigarettes" and sent it off to Italy by the Bishop of Southwark. Ahead of the package to "Monty" went a poem by Lieut. General A. E. Nye, vice chief of the imperial general staff, which included the following stanza:

"According to Moss,
The outfitting Bros.,
'Twon't matter, so stout is
their fibre,
If you happen to trip,
And go arse over tip,
Like Horatius into the
Tiber."

"Assistance" to customers means, among other things, that the assistants prevent clients from leaving the store without approving the fit of their clothes. One customer, the Duke of Windsor, was momentarily upset to have his renowned eye for the hang of a coat contradicted. But he finally came around to agree with his assistant.

Because the customers are regular and are heavy buyers, the assistants are expected to remember their names. And the regulars call assistants by their given names, often sending cable orders from the Dominions overseas, mentioning that "Burt will know what I mean."

The store was originally operated for men only. But the country gentry often brought their wives, who sat and had a cup of tea brought them while their husbands browsed around. The wives spotted likely tweeds and asked to have jackets made. A small women's department was finally installed to accommodate them.

Moss Bros are proud that their rental business helps bridge the gap between the current lack of formal clothes and the desire of the people to wear dress clothes again. They find it rather unhappy when such new Labor ministers as Aneurin Bevan "choose" to wear street clothes to formal state dinners. It will never do, they feel, for Britons to discard the dress which gives England character and impresses foreign visitors. But whatever happens to English dress customs, the clothes themselves will remain, if only in the heavy tin boxes in the Moss Bros basement.

ENJOY

Boncilla

BEAUTIFIER



TEST it—TIME it!

No words that we may use can be so convincing as *proof*. So Try it. See—Feel how quickly the Vigorous, Refreshing Action of this Amazing Clasmic Pack helps in many ways to make your Skin Lovelier and your Face More Attractive.

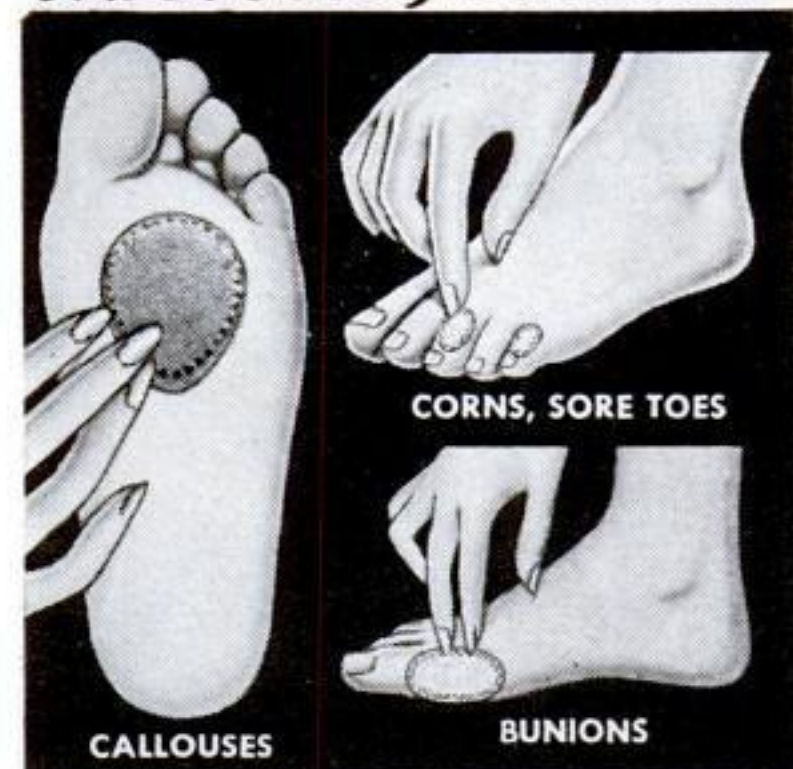
And Men, LET YOUR BARBER prove how a Boncilla Facial helps give Your Face that Keen Attractive, Well-Groomed Look.

More than a million Men and Women enjoy Boncilla Beautifier because it does so many things so well. You too will enjoy . . .

BONCILLA BEAUTIFIER.

CORNS

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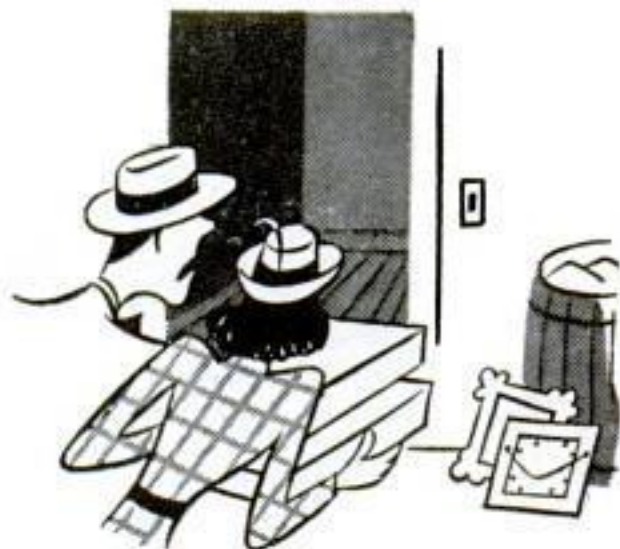
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FLAT to RENT (and repent?)



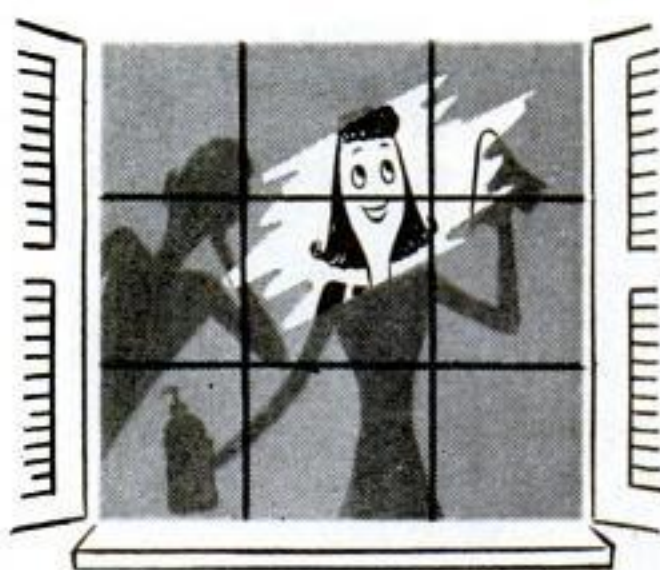
"A miracle! Look! Yes—
APARTMENT TO RENT!"
A glance was sufficient
for Lucy and Kent.



They moved the next morning,
and looked all around—
The place was as dark
as a hole in the ground!



"Oh, dear!" muttered Kent,
and "Oh, WINDEX!" said Lu,
"There's plenty of light,
but it doesn't come through!"



She sprayed the first window
with WINDEX, and then
A whisk of a cloth
got it shining again!



And soon all the windows
were gleaming and bright,
The apartment was nice—
there was plenty of light!



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LIFE

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LIFE'S COVER

Margaret Leighton, who has just come to America with the Old Vic repertory theater (pp. 97-101), is the 22-year-old daughter of an English businessman from Birmingham. During her two years with Old Vic her queenly beauty and versatility have made her one of the company's leading actresses. Hiding her blond hair under a wimple, she appears on the cover as Lady Percy, the wife of Hotspur, who loves him passionately but sends him off to the battlefield by calling him "you mad-headed ape."

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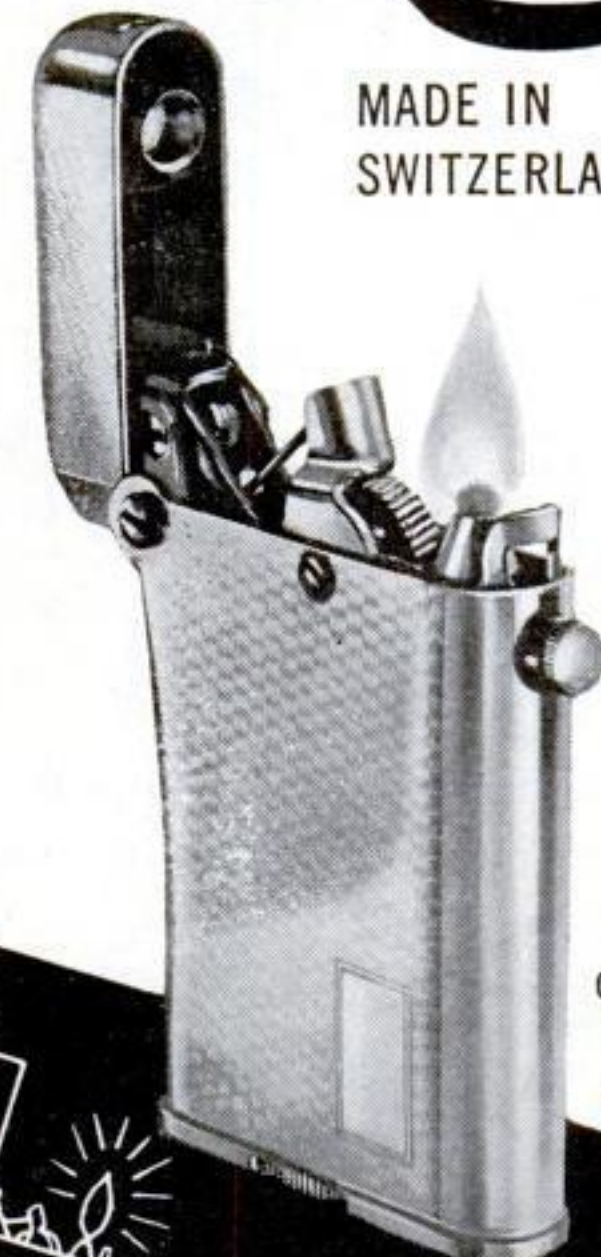
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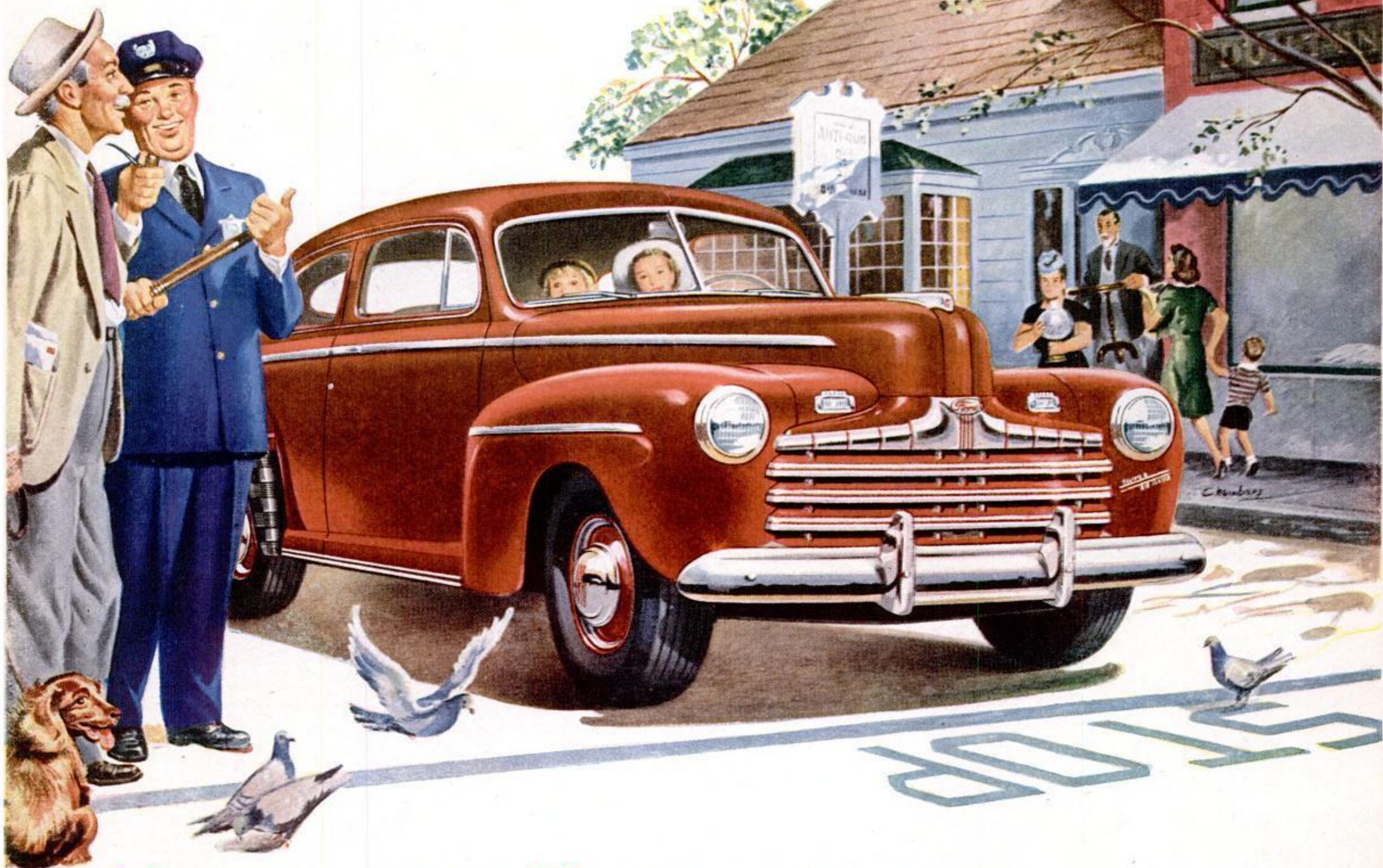
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Rayon faille bag by Bienen Davis finished off with a hand-wrought arc of Celanese plastic, bound in turn with mock-gold.



Calf bag by Josef whipped up in creamy-white with a contrasting hand-wrought frame of Celanese plastic.

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LIFE'S PICTURES

In her grayflannel slacks 27-year-old Eileen Darby has made friends with almost every actor on Broadway where she has photographed many LIFE theater stories. Last month Miss Darby took her first trip abroad to photograph the Old Vic in London (pp. 97-101). She found English players slower to work with than their U.S. counterparts. Here she poses beside one of the bronze sphinxes that flank Cleopatra's Needle on Victoria Embankment.

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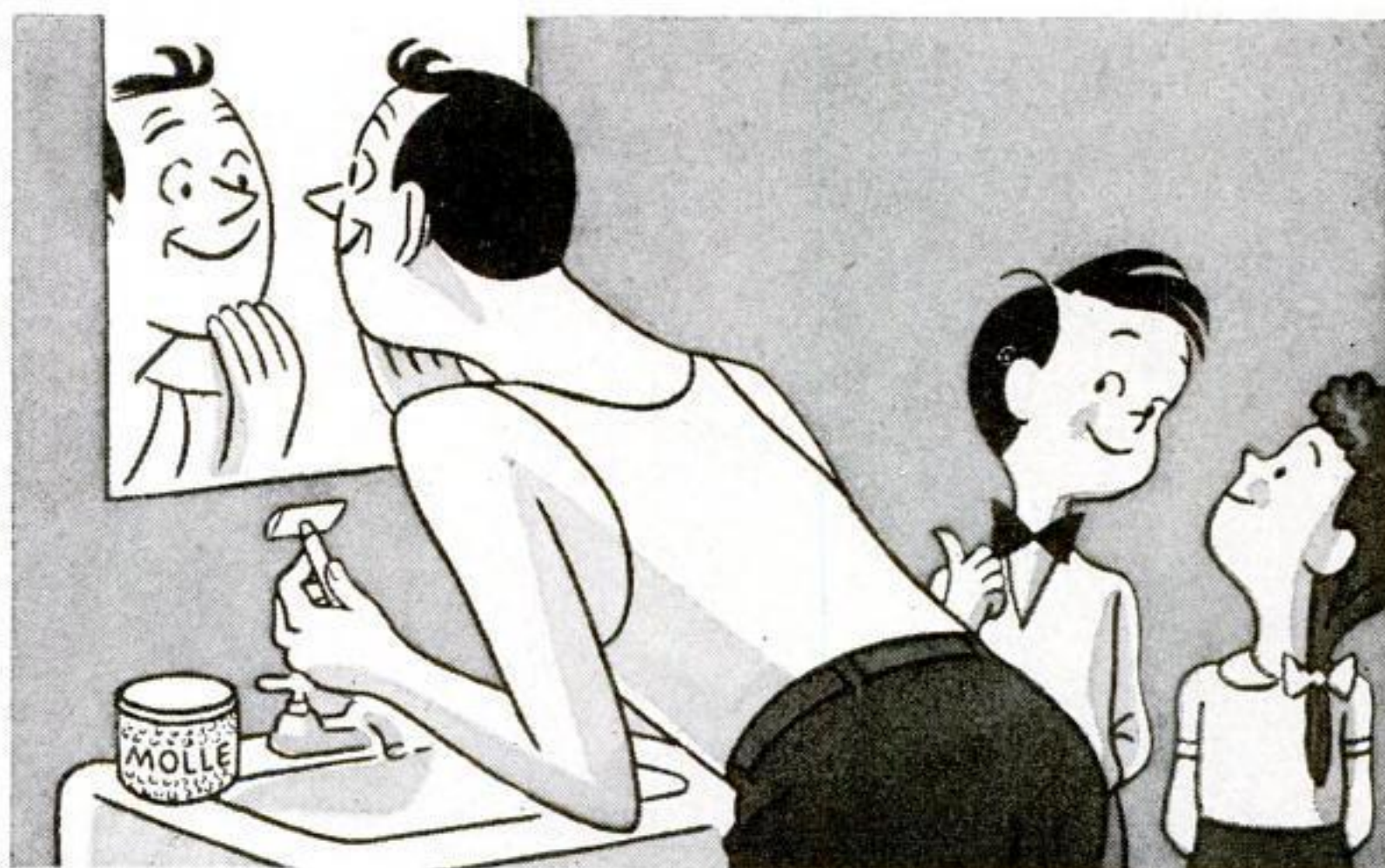


Rather jump off a cliff than shave?

DO YOU HACK your way through your beard when you shave? Do you cringe before each new session with your razor?

If so, then you have that special

combination often found in husky he-men—wiry, hard-to-cut whiskers and tender skin. And that sure can hurt! But it doesn't have to. Do you know what you need?



You need a heavier cream to shave a tender skin!

AND MOLLÉ is a heavier cream... a brushless cream that makes a sissy of the toughest beard, and a pushover of a lighter one.

Because it's heavier, it not only softens your whiskers, but it stands

'em straight on end—so your razor just rides through 'em. You shave faster, you shave closer, you shave easier, and you shave *painlessly* when you use Mollé. Try it. Pronounced "Mo-lay."



IN TUBES OR JARS

Is your wife a *Gemini*?

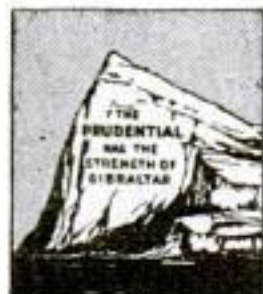
GEMINI—the sign of the zodiac that denotes a nature with two sides! Versatile, entertaining, lovable—but changeable, often contradictory. What man can't see a bit of Gemini in every woman—most of all his own wife?

Well, there *are* two sides to most women: the dreamer, ready to hitch her wagon to any star—and the practical one, with two feet firmly on the ground. One side will take chances with you on almost anything—the other helps you keep your head, make a success, build your future on a foundation of soundness and security. This is the side that appreciates the importance of protecting your common welfare . . . it's the side to value, with you, the importance of providing Prudential life insurance against unexpected future needs:

Your local Prudential representative will be glad to discuss your

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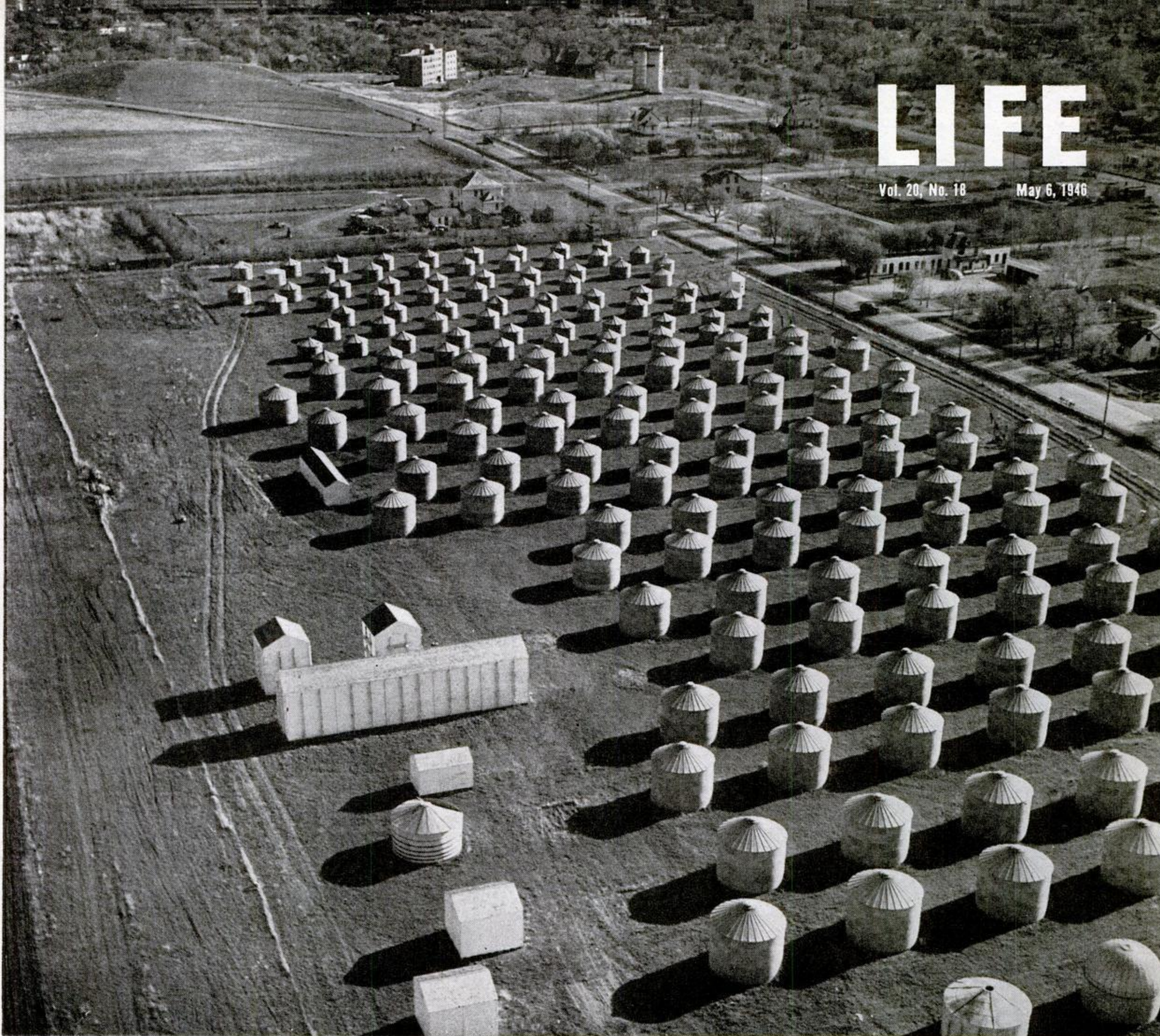
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THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT



NORTH DAKOTA STORAGE BINS—THESE ARE AT JAMESTOWN—AND FIELDS HOLD 20% OF THE U.S. WHEAT SUPPLY AND THEREFORE THE FATE OF MILLIONS

U.S. SEEKS WHEAT FOR THE STARVING

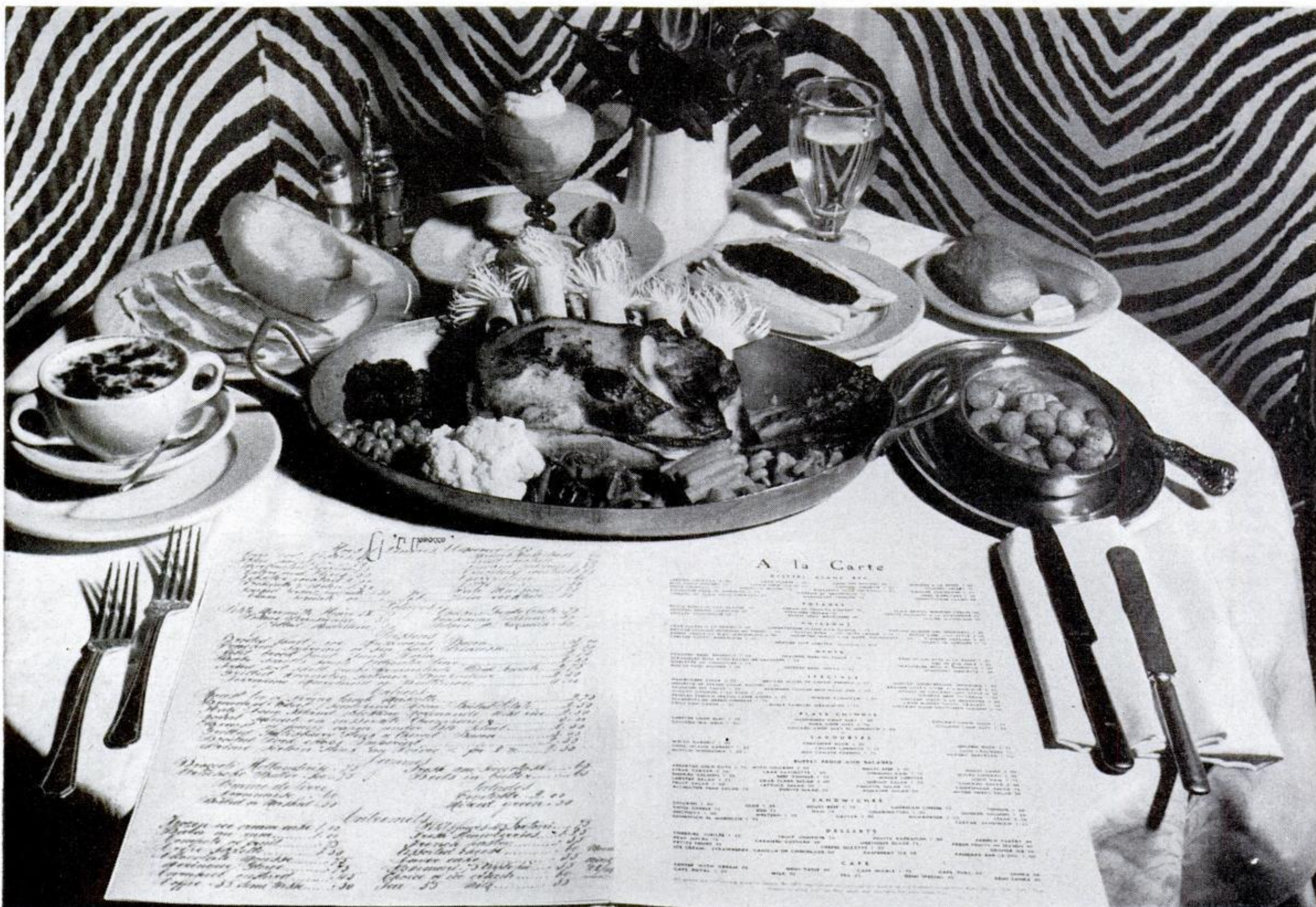
Last week Europe, which has recorded some 600 mostly local famines since the beginning of the Christian era, and Asia, some part of which has seen famine almost annually since 100 B.C., were again beginning to starve to death. Famine again was riding in the wake of war, but in the wake of a worldwide war there now rode a worldwide famine. An estimated 500,000,000 persons in such countries as Italy and Greece, France and Germany, India, China and Japan were subsisting on 700 to 1,500 calories a day—not quite enough to die on but not enough to live on. Four million Chinese were already dead. The Poles were eating their seed grain—which is agricultural suicide. The Chinese were eating clay.

With about one fifth of the world population threatened with starvation or a terrible malnutrition that would sap its health for years to come, the nations with surplus wheat belatedly acted.

The U.S., one of the world's top wheat growers, characteristically broke into a flurry of tardy activity. It planned food collections, began eating almost imperceptibly darker bread, reduced flour supply to bakers, inveighed against "belly Americans," began shipping what wheat was available. Wheat, and the fats which, in great hunger, the human body tortuously craves, were the foods quickest and cheapest to send to the starving. There was neither time nor feed enough to grow meat. In Europe's streets people already were moving perceptibly slower. Some suffered fainting spells. The food has to be on the ships by June 1 or it will do little good. Most of the 115,000,000 bushels of wheat which the U.S. has obligated itself to supply in the current quarter has to come from the storage bins of the American farmer. Restaurant and home scrimping must supply a critical 25,000,000 bushels. Even this may prove

a temporary solution to the crisis. But it will stave starvation off until the 1946 harvests are in.

"Bread," said Herbert Hoover, who was touring Europe as head of President Truman's Emergency Famine Committee "has a reality as the symbol of life as never before in history." The wheat needed for Europe's bread was like money in the bank for U.S. farmers. Wheat stores almost indefinitely without spoiling and farmers, scenting a rising market, were in no hurry to sell out their storage bins, however urgent the need. The government offered inducements ([see Editorial, p. 36](#)). Grain began moving in greater quantity out of the Northern wheat belt but still not fast enough. Already the U.S. was some 500,000 tons behind in scheduled shipments and the time was desperately short. Yet even if it had to scrimp to fulfill its obligations, the U.S. would still have plenty to eat and be immeasurably the world's best-fed country.



AT EL MOROCCO IN NEW YORK A DINER GETS BOULA BOULA SOUP, PROSCIUTTO AND MELON, LAMB WITH VEGETABLES, ENDIVE SALAD, ROLLS, COUPE ST. JACQUES

NEW YORK DINNER IS 2,000 CALORIES

The meal laid out above, which includes 8 vegetables and extra portions of lamb, contains 2,000 calories and costs \$8.75 at El Morocco, one of the finest restaurants in New York City. Hardly a typical American meal, it is nevertheless typical of America in its abundance, its nutritional variety and in its certain wastage. It is also a meal which most

Americans can obtain today even though they usually eat it in the far less pretentious, although equally nutritious, form of pea soup, plain roast lamb, vegetables, salads and ice cream in a cafeteria or diner. Ironically, the only parts of this meal which, if given up, would help in the immediate famine emergency are the rolls, some butter, some salad oil.



MEAT FOR SATURDAY NIGHT alone at El Morocco is examined by the restaurant's butcher. El Morocco serves no breakfast or lunch—just dinner and late supper.



ONE DAY'S SUPPLY OF FOOD, not including pastries and desserts, is checked by the second chef. It includes strawberries, pineapples, chickens, asparagus and fish.



AT THE ECHTERNKELLER IN BRUNSWICK THE DINER WHO CAN AFFORD IT GETS BEETS, POTATOES, "GERMAN BEEFSTEAK," ERSATZ COFFEE AND A VERY THIN SOUP

BRUNSWICK

DINNER IS 600 CALORIES

The meal laid out above contains 600 calories and costs one mark (11 cents) in Brunswick, Germany's Echternkeller restaurant. The Echternkeller serves 200 such meals a day, mostly to skilled machinists and storekeepers who have the savings to afford it. Eating at such restaurants regularly would consume two thirds of an average German worker's wage.

Brunswick is in the British zone of occupation where the food ration was recently decreased from 1,500 to 1,000 calories per day, may drop to 900. Thus fed, the average American would find it difficult to remain long out of bed. In the British zone working hours have been cut from 48 to 40 hours weekly. Even so, employes have fainted on the job.



SUPPLY OF FOOD is trundled through rubble to the Echternkeller by its proprietor. Background: a statue of Till Eulenspiegel, legendary Brunswick mischief-maker.

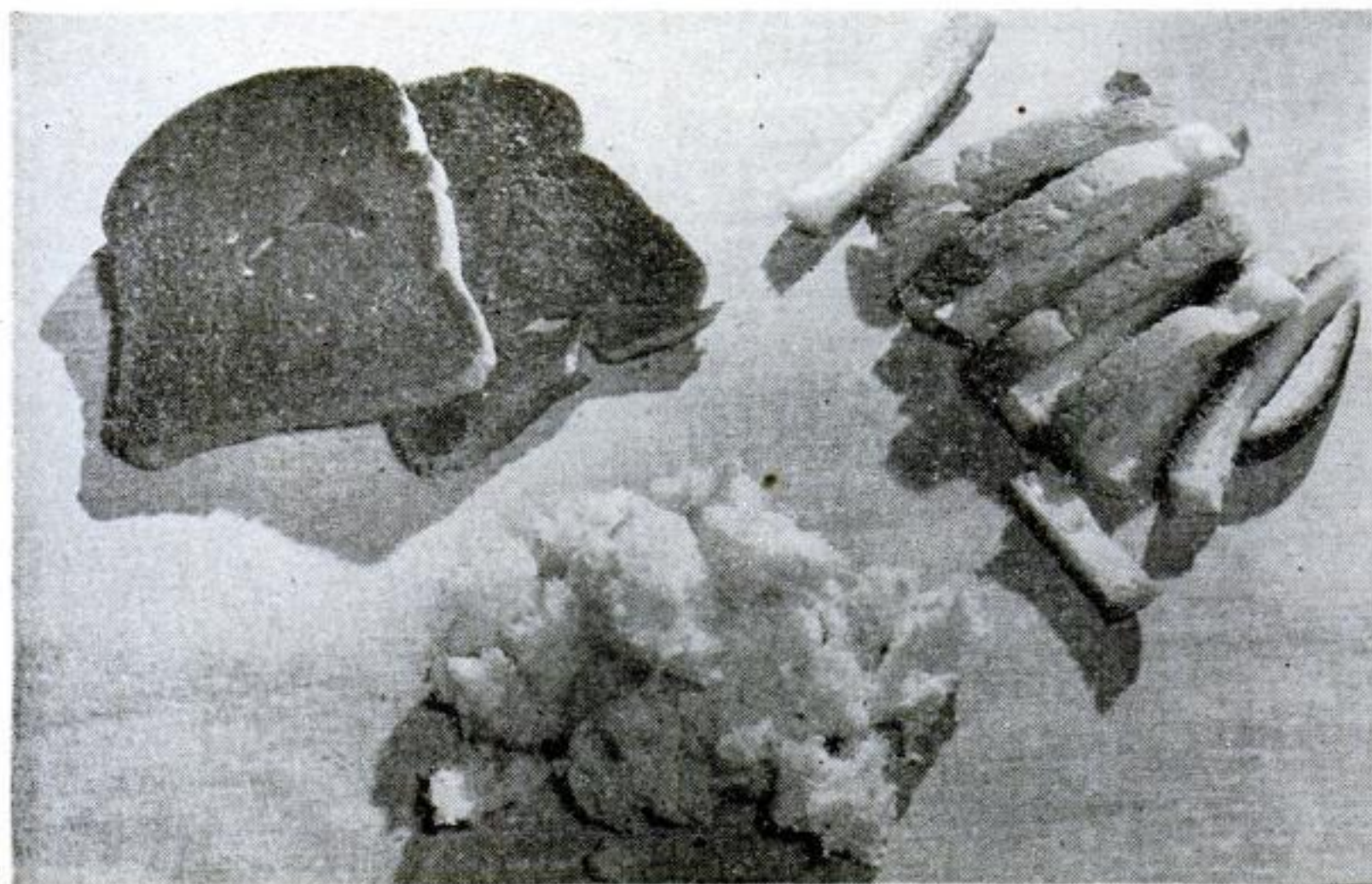


CUSTOMERS DINE UNDERGROUND in the Echternkeller, a former air-raid shelter in severely bombed Brunswick during the war. Potatoes are a staple on its menu.

HOW TO DO WITH LESS BREAD

THE HOUSEWIFE'S CRUMBS CAN HELP FEED MILLIONS

Every U.S. family wastes one slice of bread a week. If each family saved one slice of bread a week this would add 2,000,000 loaves a week to world's bread pile. If, in addition, U.S. ate one piece of cake and one slice of bread less a day it would save enough to provide bread for 20,000,000 people for six months. The U.S. housewife holds a strategic position in



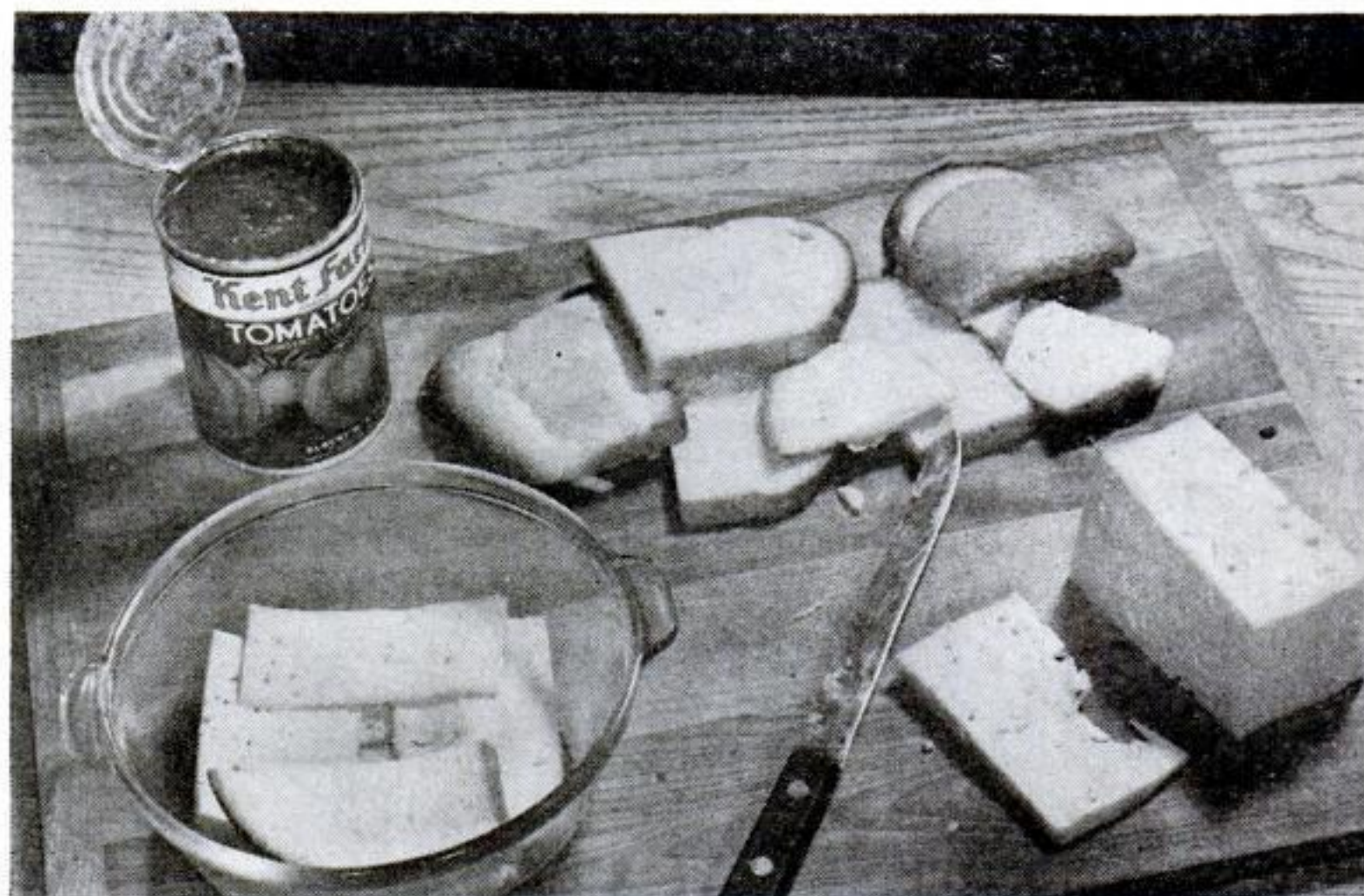
BREAD IS WASTED in the home in four ways, three of which are shown above: 1) by burning toast, 2) by throwing away soft centers of rolls, 3) by trimming edges of sandwiches.



STALE BREAD usually thrown in garbage can is fourth major cause of waste. Waste can be avoided by letting bread dry out, rolling it into crumbs which have many uses.



FRENCH TOAST is a tasty way to eat stale bread. To make it, dip slices of bread into a mixture of eggs and milk, then fry to a golden brown in hot greased skillet. Serve with jelly.



CASSEROLE DISHES also utilize stale bread by combining it with cheese, meat, fish or vegetables. For cheese casserole use slices of bread with cheese and tomatoes.



POTATO SALAD served cold can frequently take the place of two slices of bread used for sandwiches. Instead of making sandwiches, serve cold meat or cheese with potatoes.



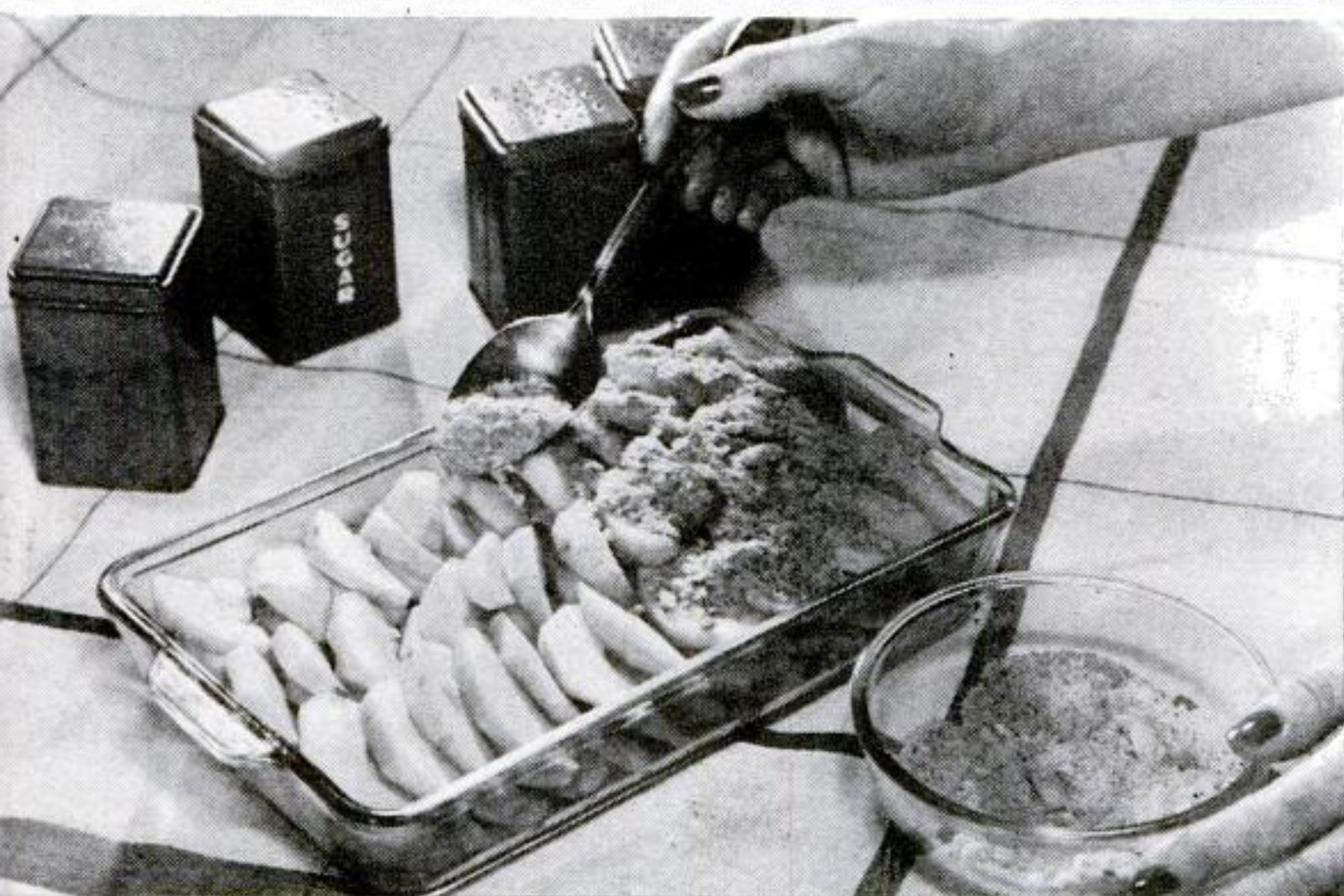
FOR POTATO PANCAKES only one tablespoon of flour is needed. Combine two cups grated raw potatoes, one egg, two tablespoons milk with flour; fry in hot fat.

this world battle for bread. Above all, she can save bread by using every crumb. She can also substitute potatoes for bread. Contrary to general opinion this substitution need not cause her to worry about her figure as potatoes, if eaten without the usual added milk or butter, are no more fattening than bread. Pictures below show a dozen ways in which the house-

wife can help stock the international breadbasket.

To reduce consumption, bakers are planning to curtail output of fancy layer cakes, pies, cookies. But in the matter of bread their hands are tied. They cannot get a new supply of pans nearly soon enough to help in the current crisis. Any attempts to reduce loaf size are further complicated by state

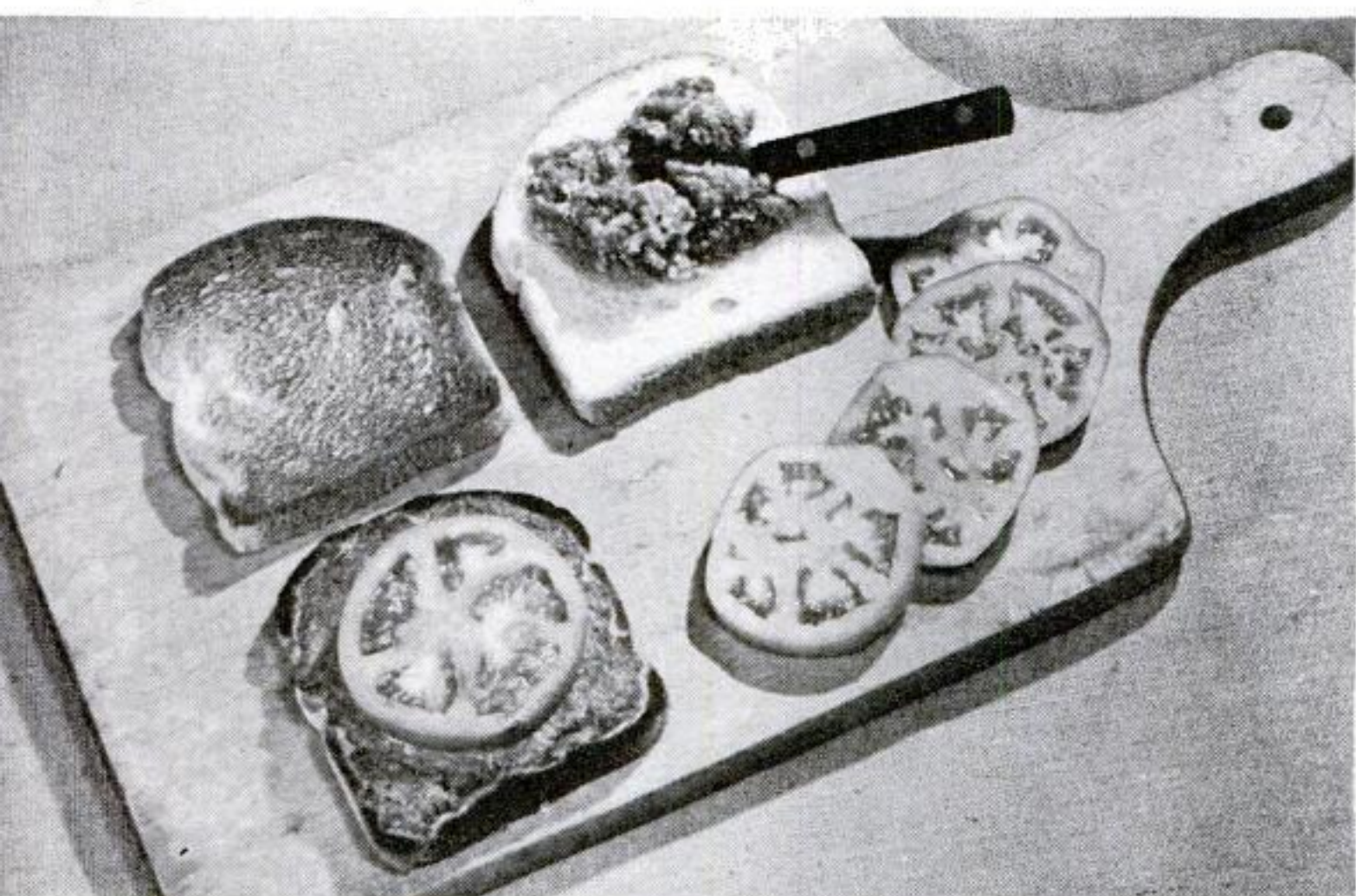
laws which forbid reduction in weight. Nevertheless, conservation measures already started by the big wholesale bakers will save 8,000,000 bushels of wheat in the coming three months. The baking pans they use are designed to turn out a loaf of a certain texture and compactness. If the bakers simply use less dough in the pans the loaf would come out flat.



BROWN BETTY is a good dessert which uses stale bread. Others are bread pudding and peaches rolled in crumbs. Meat and fish can be rolled in crumbs instead of flour.



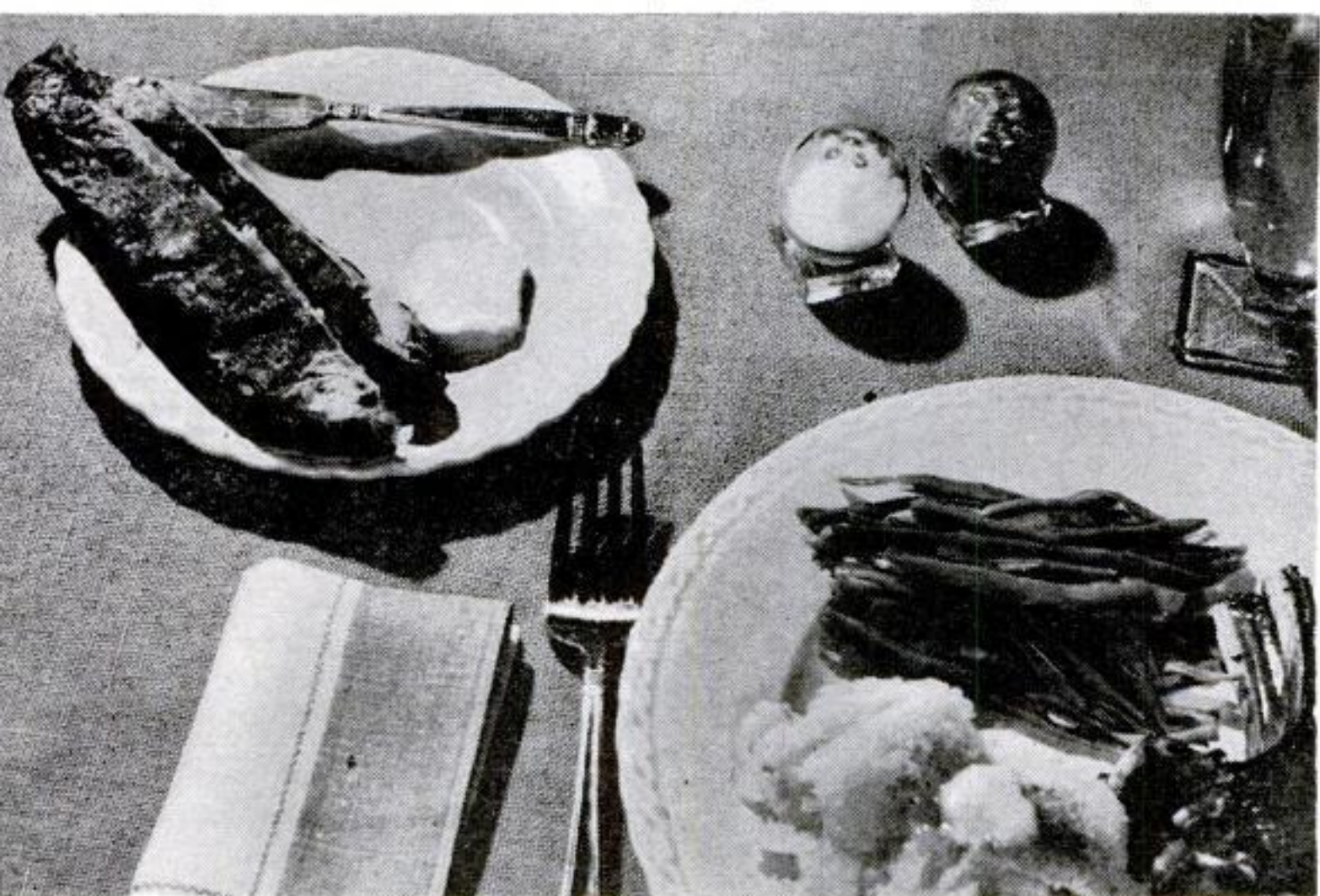
MILK TOAST is still another way to make use of stale bread. Toast the bread, butter it, salt lightly, cut into cubes. Pour warm milk over the toasted cubes and serve in a cereal bowl.



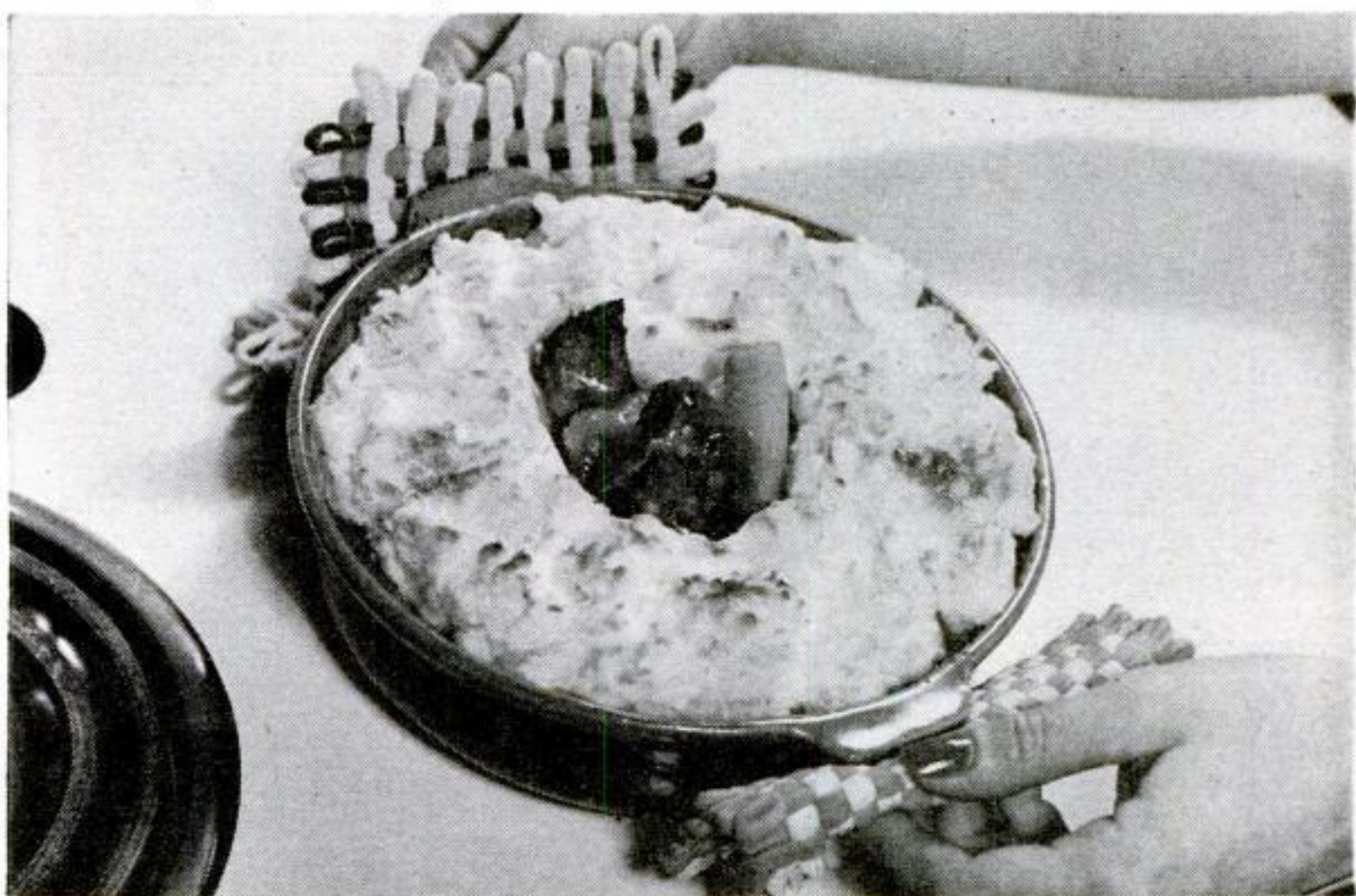
OPEN-FACED SANDWICHES save much bread, many rolls. For hamburgers use one slice of bread toasted on one side; then spread with chopped meat, put in oven.



POTATO POACHED EGGS use a potato cake instead of toast as a cushion for the egg. To make, shape cold mashed potatoes into flat cakes and cook them in a skillet until brown.



BAKED POTATO SKINS can take place of bread when baked potatoes are served. Scoop potato out, serve skin on bread and butter plate. It replaces bread as "pusher."



POTATO TOPPING is substitute for dough crusts on most kinds of meat, fish, vegetable pies. It is made by heaping cooked mashed potatoes over the pie and baking until brown.



IN HIS FARMYARD CLAUDE CANADAY STANDS BEFORE SOME BROOD SOWS AND A RACK CONTAINING 130 BUSHELS OF CORN. INSET: THE FAMINE-EARMARKED CHECK

RARE FARMER

HE VOLUNTEERED HIS CORN

Like thousands of other U.S. farmers, Claude Canaday, 49, of Bloomfield, Neb., got out of debt during the war. Unlike most of them, Canaday, surveying his 740 acres, felt he owed something of all this to the less fortunate. By feeding fewer hogs, which reduced his own profits, Canaday saved 1,000 bushels of corn for human consumption. After unsucces-

fully offering the corn free to the government, he sold it and sent the proceeds, \$1,030, to Agriculture Secretary Anderson to be used for relief purposes. Said Canaday: "We enjoy seeing our own two boys eat so well we hate to think of any going hungry." Such behavior on the part of a farmer was so exceptional that Canaday was nationally acclaimed.



ON THE ROAD BETWEEN WARSAW AND CRACOW, A POLE HAS JUST DIED OF HUNGER. OTHERS LOOK UNSURPRISED BECAUSE THEY HAVE SEEN MANY SUCH INCIDENTS

COMMON DEATH

IT HAUNTS HUNGRY EUROPE

The people whom Farmer Canaday (*opposite page*) wants to help are people like the Pole (*above*) who literally starved to death. A Pole's daily bread ration, his principal article of diet, is 10½ slices. That would seem ample if it were not for the fact the Pole gets little else—unsweetened ersatz coffee for breakfast, a small piece of fish and a potato for

lunch, a bowl of thin barley soup for supper—approximately 1,800 calories. Infant mortality in Poland is estimated at 250 per thousand, ten times any civilized rate. In Italy the ration totals 1,400 calories, in Austria 1,200, 1,800 in Greece. All of this spells malnutrition and eventual starvation. And in China and India famine conditions are still worse.



WEEDS FOR FOOD are being gathered by this woman outside starving village of Eboli, Italy. Weeds are boiled into black brew, filling stomachs but giving little nutrition.



CHICORY FOR DINNER is all there is on the menu for this Eboli family. Considered in normal times as only a salad ingredient, the chicory has been boiled with a little salt.

THE STARVING THEY EAT WEEDS, GARBAGE

In Italy, starvation brought apathy. In the village of Eboli (*above*) on the desolate, malarial plain below Salerno, the gaunt inhabitants, with as much passion as starving people can muster, accuse UNRRA of sending 2,000 rations for 4,000 people. They blame corrupt local officials for withholding what supplies are available. Where UNRRA supplies

do reach, conditions are better. The horror of Eboli is deepened by the fact that it is only one of many.

In Germany, starvation brought violence. Hamburg workers rioted for food and the U.S. Army predicted more unrest. But famine was also making the Germans (*below*) so desperate that they ate garbage and so weak that they could not stand up.



SCAVENGING WOMAN in Hamburg once was too proud for such practices, now hunts food for sick husband. Garbage-can owner called down, asking what she found.



FAINING MAN had collapsed when he came out of Hamburg factory for air. In past fortnight he had fainted three times. In one day 30 workers collapsed from hunger.



6-YEAR-OLD BOY IN EBOLI, ITALY WEARS RAW SORES
WHICH ARE ONE OF MALNUTRITION'S MANY GUISES

GREED ON THE FARM

IT MAY BE JUST HUMAN NATURE BUT THIS IS A QUESTION OF HUMAN LIFE

What can Americans do about the world famine? UNRRA Director Fiorello LaGuardia has given his prescription. To the housewife he says, "Buy less food." To the farmer he says, "Bring in the wheat. Bring it in now. People are dying."

There it is in a nutshell. Rationing, however necessary it may prove before the year is out, cannot meet the immediate need. Only the American housewife and the American farmer can, by concerted action, make a major difference in how many people die of hunger in the next two or three months.

The housewife's duty is clear. Some ways in which she can save food are shown on pages 30 and 31. But she is going to get less bread whether she prepares for it or not. The farmer's role is more interesting. He shares the housewife's power of life or death over the hungry, but he has more leeway to use his power.

Nasty Taste

Toward the close of the Middle Ages, some 800 years ago, the agent of natural justice known as Robin Hood (having just waylaid one) said that "the name of Corn Engrosser leaves a nasty taste upon the tongue of all honest men." The name is unfamiliar today, but the practice is not. A corn (or wheat) engrosser is one who hoards grain until he can get famine prices. That is what the American farmer has been doing this spring.

The name of American farmer has never had a "nasty taste" before. He has been thought of rather as the backbone of our nation: as a man who works harder, lives closer to God and nature, drinks less, raises stronger sons, votes more thoughtfully and is generally a better citizen than his urban brother. He is also thought of as getting the short end of the economic stick. But as the American businessman knows and the labor leader is learning, no stereotype is shatterproof forever. Is it the farmer's turn to lose his reputation?

There are 6,000,000 U.S. farmers and no two are alike. Comparing the deserts of classes is at best a dangerous business. But whatever justice lies in statistics indicates that farmers as a class are high among the beneficiaries of this war, if not its chief profiteers. Gross farm income, which ran around \$10 billion a year before the war, rose steadily to almost \$24 billion last year. On a per-capita basis the farmer's income has increased during the war half again as much as other people's income. According to the magic formula called "parity" (a pre-World War I relation between his costs and his prices), the farmer is now 16% ahead of his own idea of justice. At the same time the value of the farmer's real estate has soared 71% above prewar levels and is still rising in the wildest speculative boom since 1919. He has reduced his mortgage debt by nearly \$2 billion.

To make all this money, and to feed our armies and allies, the American farmer increased his output during the war by over 30%. He had to hump himself to do it, for the farm population (despite draft deferment and other attractions) actually declined. In fact the U.S. farmer worked like a horse from

dawn to dark and nature assisted him with one of the longest spells of drought-free weather in our annals.

If rain comes in time to the wheat belt, America will have another bumper grain crop this year, the ninth in a row. But in other parts of the world nature has stopped smiling. There have been droughts in South America, Australia and Africa, rice failures in Asia and India, all condemning men to death by starvation. Already some winter wheat in Texas and Oklahoma has failed for lack of rain. On our great plains anxious men scan the skies daily, just as they did in the dust-bowl days of a decade ago. As the world is at the farmer's mercy, so he is at the weather's. He shrugs, his calloused palms upraised; is it his fault if times are bad? Well, in a way, it is.

The Pigs Aren't Hungry

Famine follows war; they are fellow members of the Four Horsemen. That the world would need an American export surplus after the war was repeatedly called to the attention of our government during the war, and last August the International Wheat Council warned quite specifically against the wheat shortage, the warning being run off on the Department of Agriculture's own Mimeograph machines. But it was V-J month and nobody paid any attention.

Not until January did the government begin to get alarmed. By then it was clear that the U.S. had promised more food than it could deliver and that even its promises, plus those of other surplus countries, were too meager for the need. A series of committee meetings and presidential orders were too little and too late to save the situation. The farmers went on feeding our dwindling grain supplies to their cows, chickens and pigs. Despite Department of Agriculture pleas the hogs that were marketed in early '46 weighed more than hogs ever did before.

In a famine situation you can save a lot more human lives with grain as grain than with grain as meat. But for the farmer there is more money in grain as meat. This is true even at present ceiling prices (though most of the meat is finding its way to the black market). It is true because our war food authorities so set the grain-price ratios back in Marvin Jones's time, foolishly fearing a postwar grain surplus, and not until last fortnight was this ratio changed.

The farmer, whose lobbyists are among the smartest and toughest in Washington, is a political force more powerful than his numbers. But when LaGuardia began to breathe life into UNRRA and Hoover took over the Famine Emergency Committee, fires were started both to the left and to the right of the farm politicians, leaving them nowhere to hide their naked greed. With the country at large declaring its willingness to be rationed and an almost scandalous glut of black-market meat, there had to be action.

Meanwhile the farm lobbies were helping Congress beat the pulp out of OPA. The end of OPA would mean that grain prices would go still higher; this prospect made the farmer hold

on to his grain still tighter. So, to lure the grain to the dockside, government action had to take the form of a bribe.

First the farmer was offered a certificate guaranteeing him the benefit of any price increase that might occur after he sold his grain. That didn't work. Then he was offered a flat 30¢ bonus on every bushel of wheat (bringing it to \$1.85) or corn (to \$1.41) he sells for export before May 25. That is working a little better but not well enough. Under Secretary of State Acheson is even talking about "seizing" the grain. At last week's official count there was twice as much wheat on the farms (some 200,000,000 bushels) as the U.S. really needs for reserves. It is not enough to save the world, or even to fulfill our promises, but it is enough to choke the farmers who are hoarding it and damage their reputation for a long time to come.

Who's Greedy Now?

So what? Let him who is without greed cast the first rock at the farmer. Is hoarding grain any worse than hoarding shirts and clothing? The silver senators are back at their old stand; they are about to milk the Treasury for 90¢ an ounce instead of 71.1¢. Look at the labor unions: when LaGuardia asked the striking miners to dig emergency coal for UNRRA they brushed him off. Or the businessman: when the State Department recently asked Ohio pottery makers to lend a few technicians to help the Japanese start making dishes again, the answer—an angry "No!"—rebuked the department for even trying "to make jobs for the members of this despicable race." Farmers are not the only selfish people in this selfish world and year.

But under all these luxuriant varieties of American greed is a common soil of fear. It is a fear which the farmer has in a special degree: the fear of plenty, of overproduction. Even as Europe starves he thinks of a day when Europe will not want his food any more. That pig he is overfeeding puts him in mind of the little pigs he killed in 1935. So today he will make a different kind of killing.

Only time can eradicate this fear; time in which international trade can break through barriers to fill all the channels dug by human hunger. While famines come and go, the world has never had enough to eat and there has never been such a thing as real overproduction. Some Americans do not seem to believe that even yet. But there is new evidence for it every day and today's evidence is this: the fear of plenty always seems to lead to such morally indefensible acts!

PICTURE OF THE WEEK: ➔

A unique chapter in American military history ended when the last of the 72,141 Wacs trained at Fort Des Moines, Iowa, Captain Amelia Smith, left for her home in Osyka, Miss. (pop. 769). The fort, where the original WAAC was first activated on July 20, 1942, was now officially closed as a post of the Women's Army Corps. As the WAC disbanded the fort was being turned over to civilians to help ease the acute housing shortage.



Last Wac at Fort Des Moines, where the WAAC started,
marches alone up an empty street and leaves the post



DODGER ARGUMENTS are handled by Dodger Outfielder "Dixie" Walker in the absence of his boss, Manager "Lippy" Leo Durocher, who was in court. Here Walker

tells Umpire "Babe" Pinelli that an opponent's hit was foul. Pinelli, turning away from the angry Dodger with an umpire's classic disdain, said it was fair, won the argument.



LEO DUROCHER (CENTER) SITS IN COURTROOM AS JURY IS SELECTED. AT RIGHT IS ATTORNEY LOUIS HELLER WITH ARM AROUND OTHER DEFENDANT, JOSEPH MOORE

BROOKLYN JURY ACQUITS DODGERS' DUROCHER

The most sensational trial held in Brooklyn since the smashing of Murder, Inc. took place last week in Kings County Courthouse. Up on charges of second-degree assault (penalty five years) was Leo Durocher, manager of the Brooklyn Dodgers. He and a baseball-park policeman, Joseph Moore, were accused of breaking the jaw of a heckling fan during a Dodgers-Philadelphia night game last June 9th.

Testifying in a jam-packed courthouse, the fan, John Christian, a young veteran, said that on the night in question he was exercising the inalienable right of any Dodger fan by shouting "crook" and "bum" at the players. He was interrupted by Moore, who asked him to come to a room behind the Dodger dugout. There, said Christian, he met Durocher. Durocher took a "black object" and knocked him down. "Then he punched me in the face while I was down. . . . Moore pushed me out and Durocher followed me and beat me again with his fists. I fell down again and Moore said, 'I'm going to throw you out of the park.'"

Cross examination by the defendants' lawyers shook Christian's story. Then "Lippy Leo" took up his own defense. Clearly and rapidly he told his story: "My attention was attracted to Christian early in the season. He had a tremendously loud voice. . . . He used to holler at my players. 'Bums,' that's all right. But 'thieves' and 'crooks' are not."

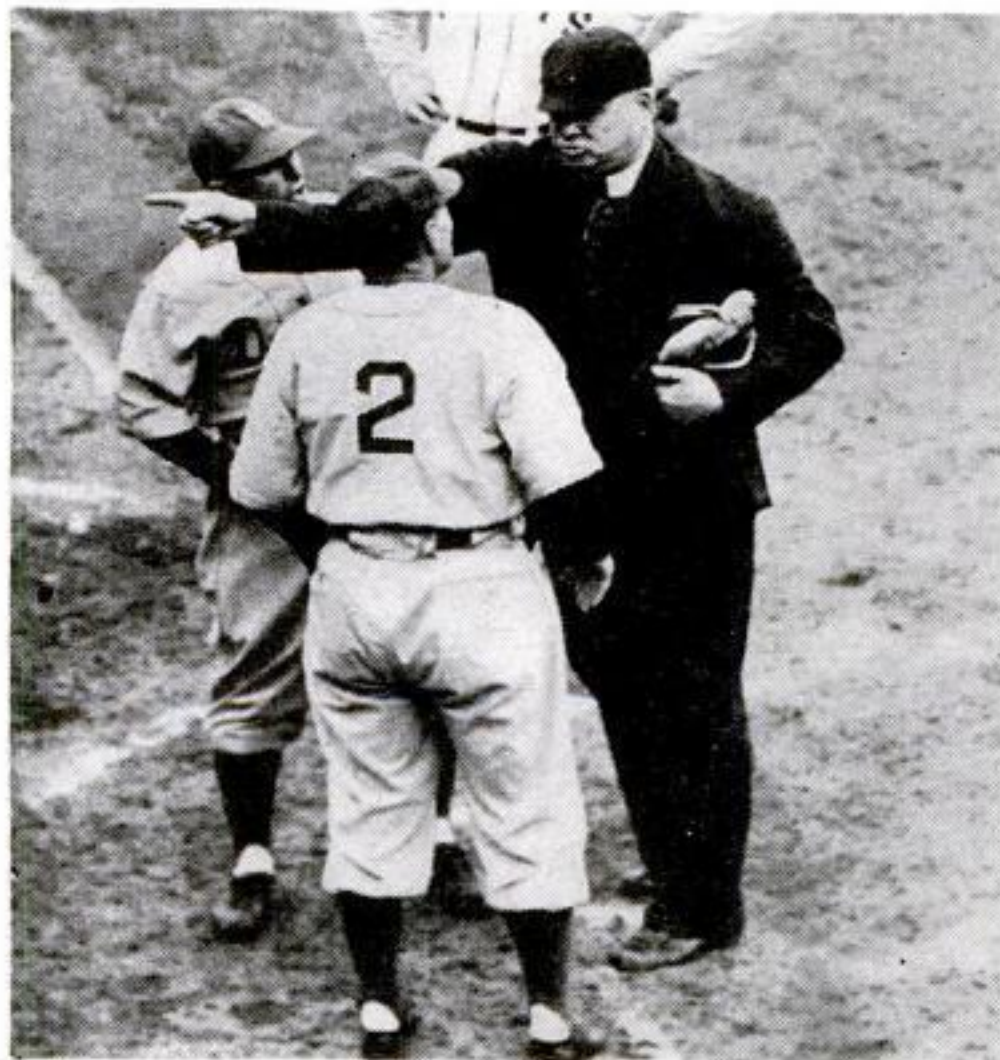
Q. What did you hear Christian say?

A. I was coaching at third and I heard Christian say [of rookie Third Baseman Hart], "You ought to take that bum out and send him back to New

Orleans. Send his wife back, too. She's running around with other men." . . . Hart was affected. He turned white as paper. . . .

Q. What happened June 9?

A. Curt Davis was pitching against the Phillies. . . . I was coaching at first base and we heard the loud voice. The players all recognized it, and they said, "He's around here somewhere." About the



DAY AFTER HIS ACQUITTAL Durocher argued with Umpire George Magerkurth. Ump's decision: get off field.

fifth inning we heard him shout, "Davis, you're a crook. You're throwing the game." . . . Then I heard Christian holler at the umpire, "You're a crook . . . in cahoots with Durocher." Then he hollered at me "You're a dope, Durocher. You're a thief and a crook, too, and a —." . . . I sent Moore up to tell Christian I would like to see him.

. . . Moore and Christian came down under the stand. . . . I stood very close to Christian and pointed a finger at him and said "Have you a mother?" He made no answer . . . and then he said "yes." I said, "Well, how would you like it if . . . I went to your house and called her the names you have been shouting out tonight?" . . . He made no answer. . . . I took six or seven steps out of the room toward the dugout. Christian said, "As far as I am concerned, you are still a —." I ran toward him. . . . I saw him fall against a wall. He fell into a water trough. I did not pursue him. I don't know what might have happened if . . . I had gotten my hands on him.

During Durocher's absence the Dodgers were going along fine. Other players took over his belligerent role (*see opposite page*) and the team won 8 games in a row. Still Brooklyn waited in suspense for the verdict, fearing that "the Lip" might languish in jail. The jury, made up of 12 Brooklyn men, each of whom had seen the Dodgers play, filed out. Thirty-six minutes later they filed back to announce their verdict: not guilty. The courtroom broke into loud cheers. With a broad smile, talkative Leo walked from the cheering court with one epoch-making remark on his lips, "No comment."



ON STEPS OF WASHINGTON CATHEDRAL RETIRED CHIEF JUSTICE HUGHES AND COURT'S ASSOCIATE JUSTICES WAIT SOLEMNLY AS CASKET IS CARRIED TO LAST RITES



STONE'S CHAIR in Supreme Court, where he sat for the last 5 of his 21 years there, is draped in black.

U.S. MOURNS A GREAT JUDGE

Sudden death of Chief Justice Stone ends era of famed dissents

In the U.S. Supreme Court on April 22 Harlan Fiske Stone, 73, a great dissenter, read two more dissents to majority opinions of the court where he had been associate justice since 1925, chief justice since 1941. Then his voice faltered and trailed away. His big frame collapsed. Two colleagues led him from the chamber. That night he died of a brain hemorrhage.

Last of the pre-Roosevelt appointees still on the high court, Justice Stone was a New England farm boy, football player, schoolteacher, Dean of Columbia University's law school, a Wall Street law-

yer who earned as much in one year of private practice as in all his years on the bench, a fine judge of art, wines and cheeses. In a time of vast legal confusion and change he brought to the court a solid respect for the wisdom of the past, a good mind and good heart, a rare humility and pride in craftsmanship, a deep concern for human liberties. He stood fast against the dry legalism of the pre-New Deal court and the overzealous rulings of the Roosevelt appointees. His greatest accomplishment was that no one could decide whether he was a conservative liberal or a liberal conservative.

Hothouse MUSHROOMS... aristocrat of vegetables



plus rich cream... make this **LUXURY SOUP**

You'll go far before discovering a dish so filled with the things that make for luxurious eating. Let's check them over: Hothouse mushrooms, picked at the peak of their delicate flavor, and rushed fresh to Campbell's Kitchens. Whipping cream, heavy and rich, coming from cool country dairies. Then, in the cooking of this delicious soup, plenty of tender mushroom pieces are added and, for the crowning touch, a delicate just-right seasoning.

And there you have Campbell's Cream of Mushroom! And it's a truly wonderful soup. Have it soon!

Campbell's CREAM OF MUSHROOM SOUP

LOOK FOR THE RED-AND-WHITE LABEL





Bachelors . . . but not for long! Nothing like American women,

Greatest catch of the season!

new color

Revlon's

"Toast of the town" packages!
 "Bachelor's Carnation" Match Box Set 1.75*
 Face Powder 1.00*
 *plus tax





No colors like Revlon "American originals" to idealize American beauty!

PHOTO BY JON ABBOT

"Bachelor's Carnation"

NAIL ENAMEL

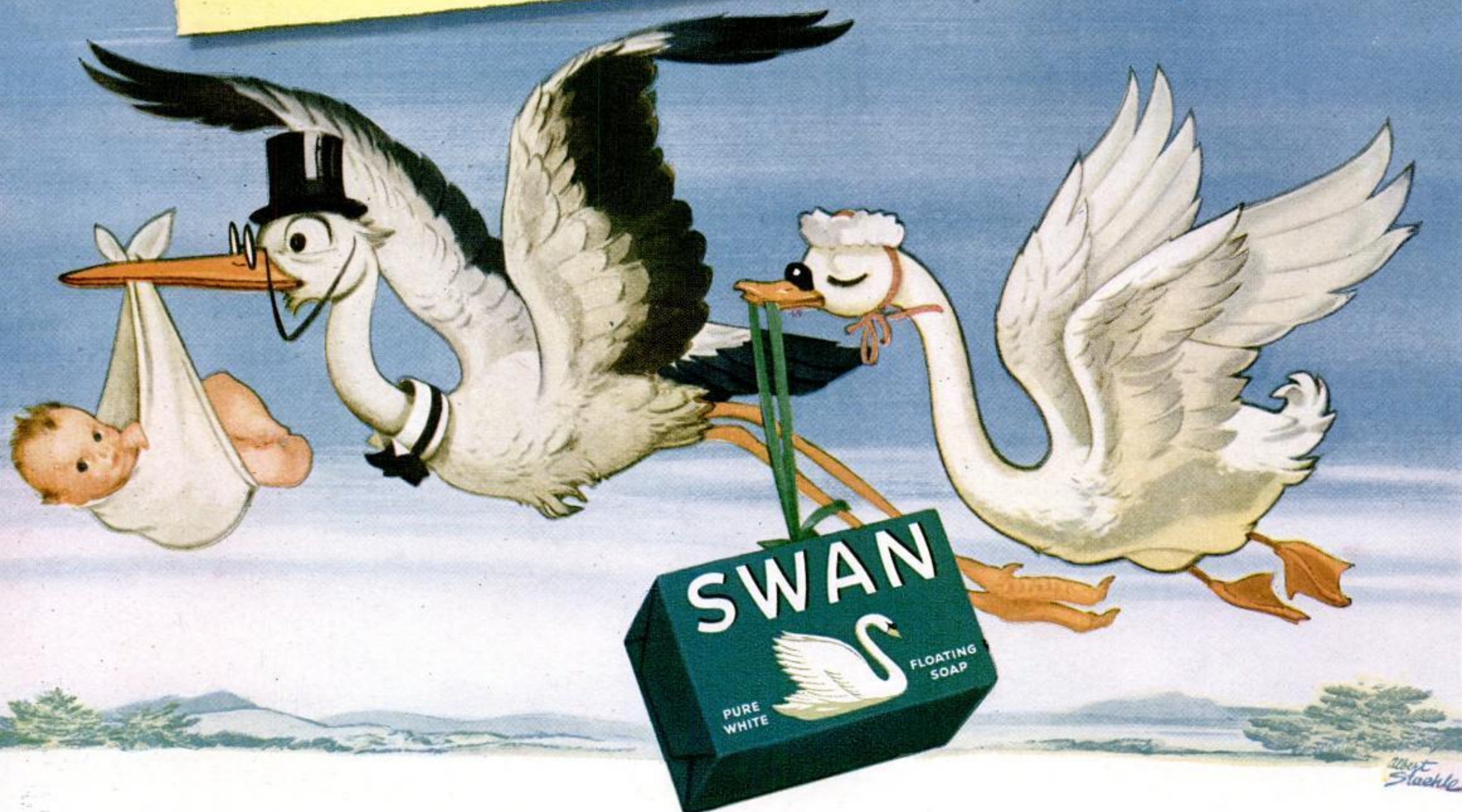
LIPSTICK

FACE POWDER

breaks all the rules!

Spring really happened . . . the moment this capricious carmine made its bow! Now it's the first color of the land! Plucked from the heart of *his* carnation . . . it turns siren on your matching lips and fingertips. There's beauty thrill in "Bachelor's Carnation" face powder . . . incredible stay-on thrill in everything Revlon.

Just what the doctor ordered...



Free! A cake of pure Swan Soap to every baby born in 1946!

Yes, every single baby born in the U.S.A. this year can start out in life with lovely, gentle-as-a-caress Swan baths!

Pure Swan is proud to help 1946's youngest set have the most swanderful, blossom-soft complexions on earth!

Swan's ideal for the job. Agrees perfectly

with even delicate skin. And did you know—

No soap is milder than Swan!*

*Leading baby doctors made tests on hundreds and hundreds of babies and proved that "no soap tested—whether castile or floating soap—is milder than Swan!" And

it's heavenly pure—pure as fine castiles!

So if you have a new baby, born any time from Jan. 1st to Dec. 31st, 1946, just fill out the coupon. Or get a Swan Baby coupon from your grocer. Mail it in and your baby will receive a regular-size cake of baby-gentle Swan Soap *absolutely free*.



Start your infant on Swan—then you'll want to steal it for loads of other jobs. All-purpose Swan's great for complexions, baths, dishes, laundry. *Four swell soaps in one!*



Perfect for baby—so imagine how perfect for *your* complexion! Big girls who know say there's nothing like heavenly gentle Swan to help keep skin radiant and silky-smooth.



Baby-gentle to pretty hands in the dishpan, too! And mild Swan swishes into suds *faster* than other floating soaps. You'll love it!



NOTE: For twins or triplets born in 1946, Swan has a special welcome. Just mail the Baby Coupon.

Swan, Box 4, New York 8, N. Y.

Dear Sirs:

Please send my baby a cake of Swan Soap *absolutely free*. (Only one free gift to a baby. The baby must be born in the U. S. A. in 1946. Offer expires Dec. 31, 1946.

Baby's Name _____

Street _____

City _____ State _____

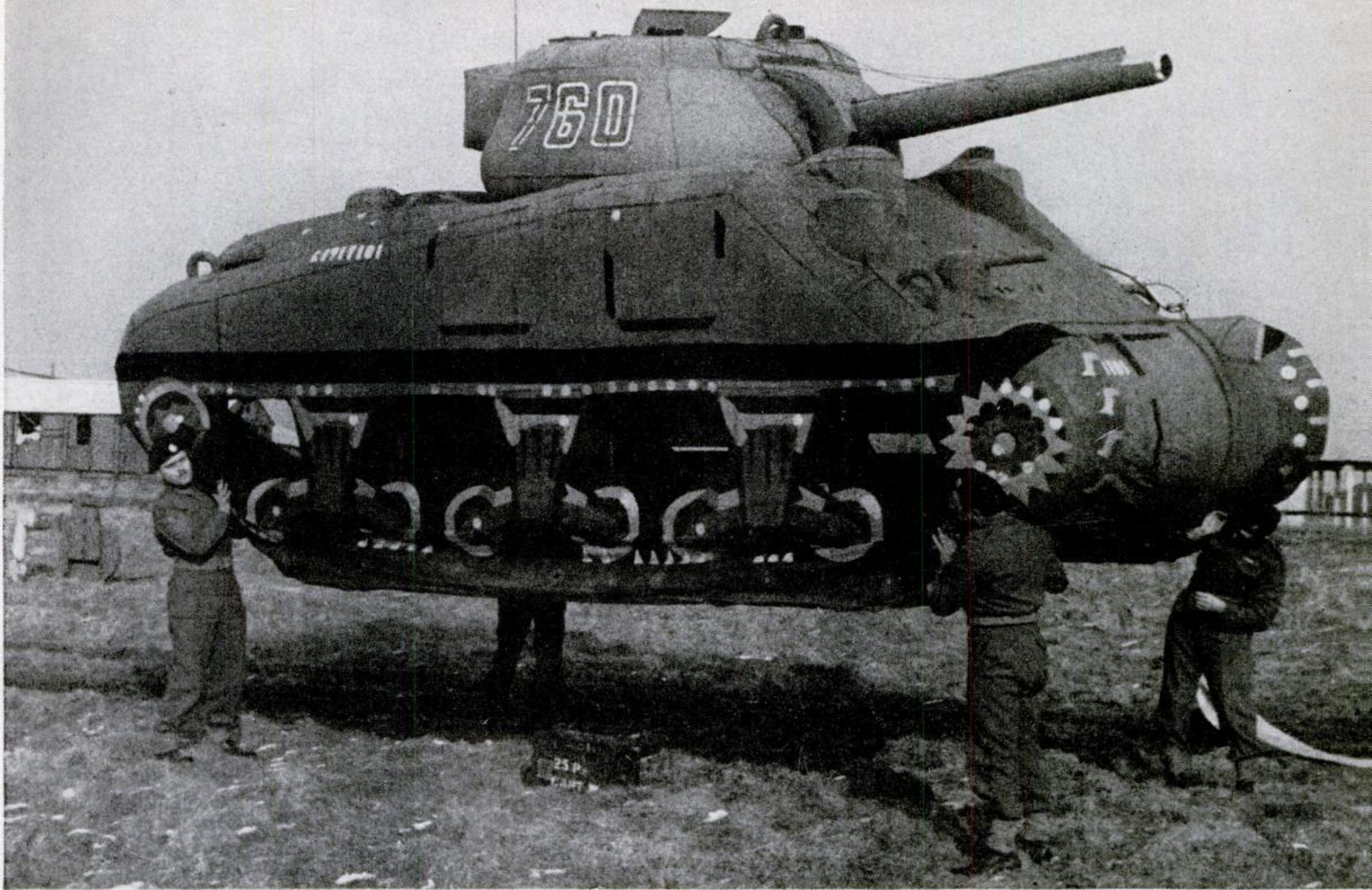
Baby's Date of Birth _____

Mother's full name _____

Doctor's name _____

Doctor's address _____

MAIL TODAY for your baby's FREE Swan. Simply paste this coupon on a penny post card—and mail it in.



RUBBER SHERMAN TANK, weighing only 170 pounds when inflated, is placed in battle position by

four British soldiers during a recent demonstration. When deflated, entire dummy can be carried around

in a valise that is only a little larger than a golf bag. German artillery shelled these "ghosts" mercilessly.

DUMMY TARGETS

Allies fooled Germans with army of make-believe rubber weapons

DECOY LCT, developed by the U.S. Army Engineers, was a sitting duck during landing operations. But, by

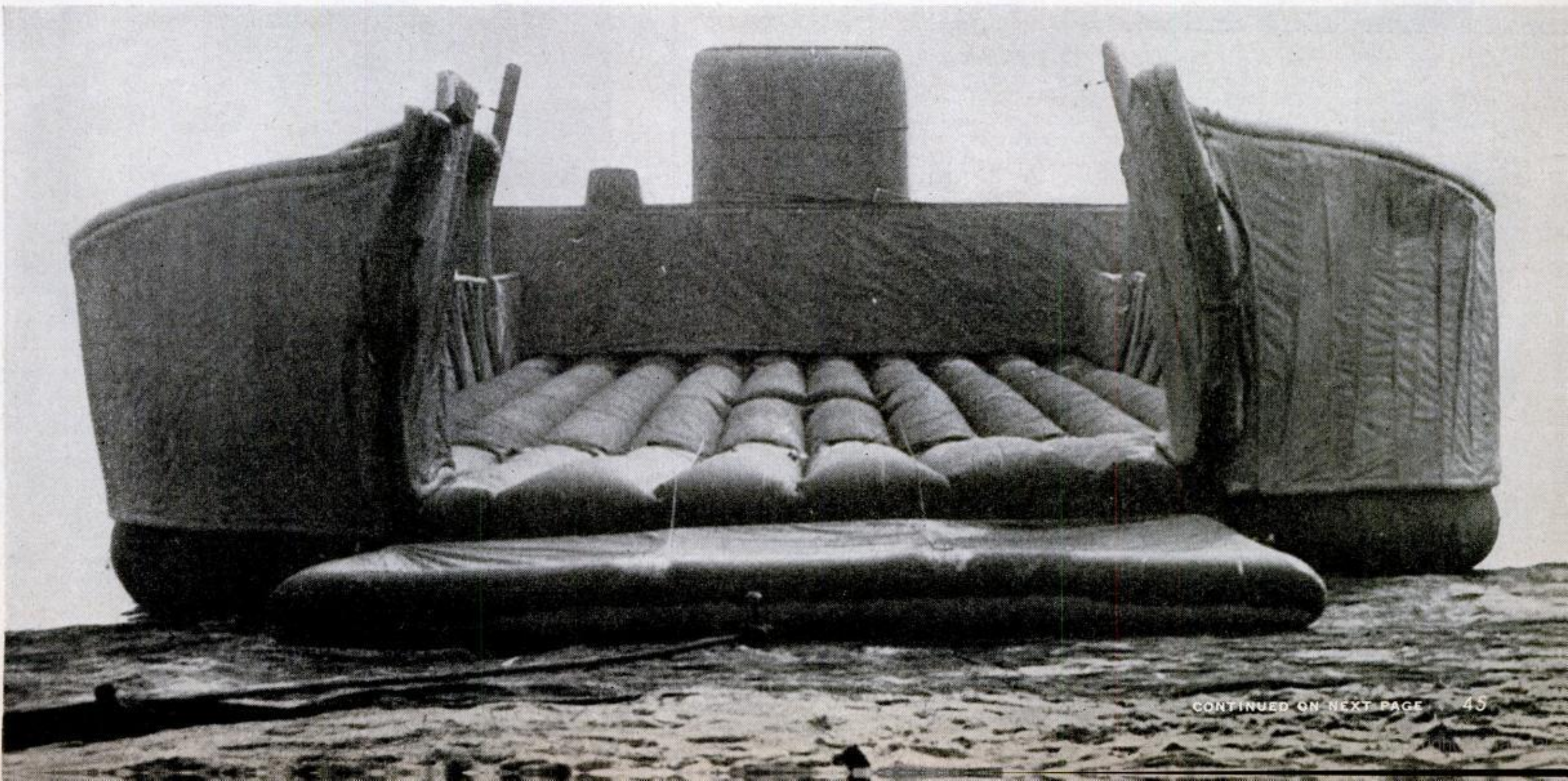
Since war's end the Allies have been gleefully releasing tales about the wonderful time they had playing military make-believe with the Germans. They fooled the Germans with a double for General Montgomery, showered straw dummies dressed like parachutists over German lines, operated a radio station in Luxembourg which German civilians mistook for a station of their own. Last week pictures were released in the U.S. of another nimble trick, the Allied "ghost army" whose material

drawing fire from Germans, these collapsible dummies relieved pressure on the real landing craft which were

was composed of rubber guns, tanks and trucks.

The rubber replicas were so skillfully manufactured that, when inflated with air, they invariably deceived the sharp-eyed enemy. These "ghosts" were so easy to handle that 12 men could inflate 360 fake Sherman tanks in half an hour and hand-carry them into position, where they drew some of the enemy's fire away from real tanks. Later the trick targets could be deflated, loaded onto a few trucks and set up again on the next battlefield.

loaded with troops. Fake rubberized PT boats and dummy "alligator" tanks were also used in Allied invasions.



—And now I saw Bubbles in half!



1 I was "Mysto the Great." Yeah, but "great" in name only—a magician whose act had gone sour. The right cards *wouldn't* turn up. The rabbits bit me. And every time I sawed a girl in half, I *nicked* her! Did I ever have the shakes!



2 That's how things stood when we heard that Mr. Big would talent-scout our next performance. "If I could get a good night's sleep," I said to Bubbles, the dancer, "maybe I'd get rid of these jitters." "Stop worrying," she cried, "and have some of this nice hot Java."



3 "Beat it," I yapped. "You *know* it's coffee that keeps me awake—and makes me jumpy as the bunnies." "But, Mysto, darling," she cajoled, "it's the *cafein* in coffee that affects you. And *this* is Sanka Coffee—you know, it's 97% caffeine-free. *Can't* keep you awake."



4 "Yeah, but how does it taste?" I argued. "Simply *delish!*" she exclaimed. "Try it!" I sniffed—sipped—and then gulped. Gosh, it was good—*gosh*, what grand, rich flavor! "And just to prove my faith in Sanka Coffee," Bubbles went on, "I'll let you saw me up tomorrow!"



5 Did I pound the hay that night! And next day, I felt like a million—steady as the Rock of Gibraltar! All the right cards turned up. The rabbits chewed only their carrots. And when I sawed Bubbles in half, the crowd went wild!



6 Was Mr. Big *impressed!* He signed me up at twice the chips—with the condition that I sign up Bubbles! "O.K.," says Bubbles, "and as an added attraction, how about a sparkler on my left hand?" "Had that in mind," I said, "even *before* you told me about that swell Sanka Coffee."



YOU CAN DRINK IT AND SLEEP!
Real coffee—all coffee—make it as strong as you like, it's 97% caffeine-free!
A Product of General Foods.

DON'T MISS SANKA'S HIT RADIO SHOW! It's a scream! It's a riot! It's Fanny Brice at her rib-tickling best! Tune in "The Baby Snooks Show." Sunday evenings on CBS. 6:30 P.M. Eastern—5:30 P.M. Central—4:30 P.M. Mountain—7:30 P.M. Pacific.

Dummy Targets CONTINUED



"LONG TOMS" were also made of rubber by U. S. Army. At little cost Germans were tricked into thinking U.S. had more artillery than it really did.

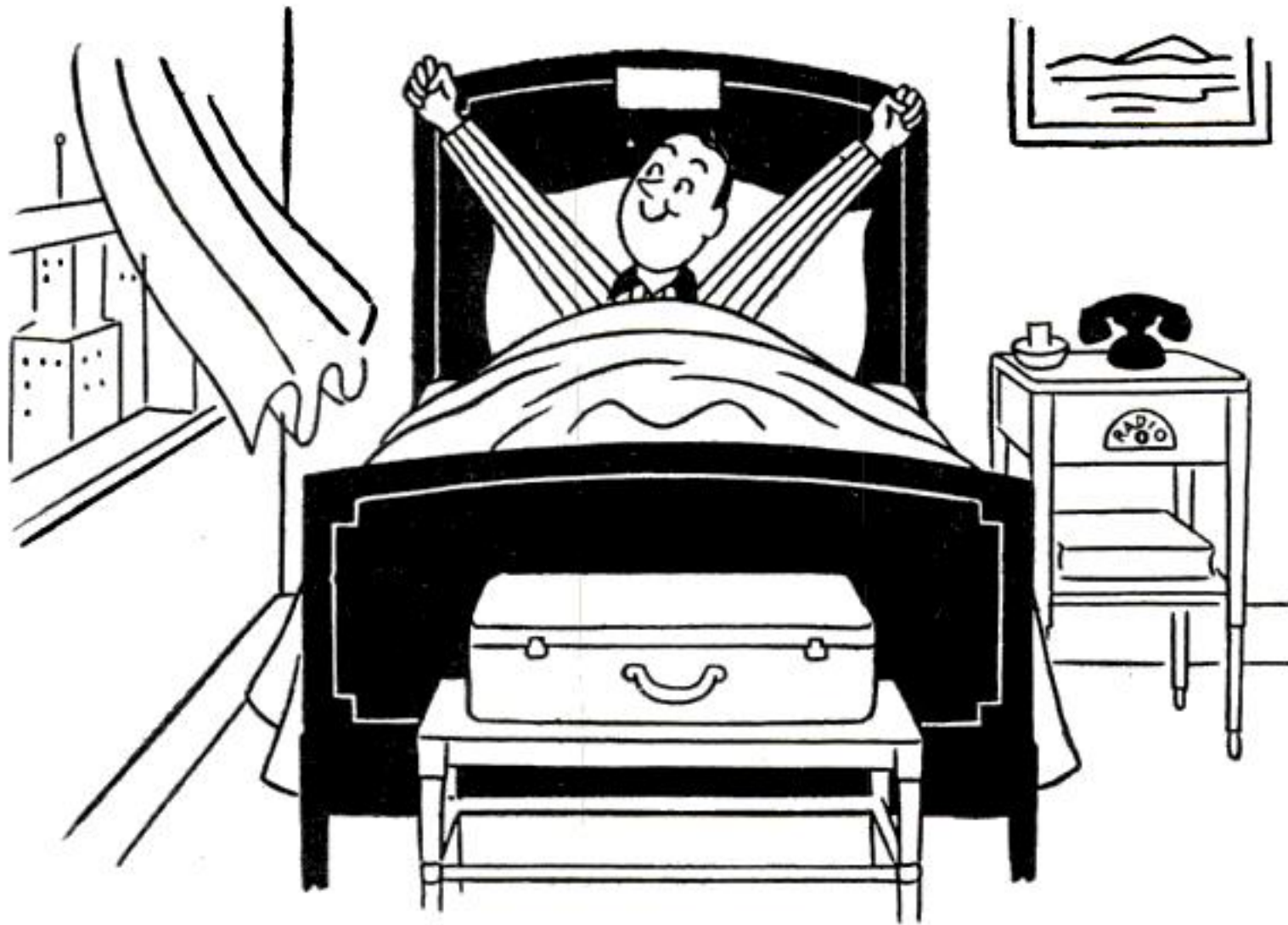


RUBBER LCTs were used by U.S. Navy in landing operations to mislead the enemy as to our strength and to make them waste bombs against these dummies.



FAKE JEEP, "high fidelity pneumatic model," was designed by Army to deceive from 500 feet away. Big problem was to keep jeeps from blowing away.

[CONTINUED ON PAGE 48](#)



1. When you awaken in the morning at a Statler Hotel you have two wonderful thoughts in mind . . . what a grand rest you had in that Statler bed with its comfortable 537-coil spring mattress . . . and, bring on that . . .



2. Statler breakfast! You have it sent . . . piping-hot . . . to your room, or you start smacking your lips as you head for the Dining Room! Ah—now for a real treat! Nothing quite like a Statler breakfast to start the day off right!



3. After a busy morning, you're back to the Dining Room again . . . for luncheon. What a gourmet's delight! What fragrance of hot Statler muffins, what meats, what delicious coffee, and desserts . . . prepared as only our chefs prepare them!



4. Comes evening, when business or friendship calls for entertainment, you'll find no need to stir outside of your Statler Hotel! Just drop down to the dining room where smart folks go to enjoy fine food and star-studded entertainment.



5. When it's theater or movies you want, you'll find the theatrical district easy to reach . . . within walking distance. The same is true of the shopping and business districts—for in all Statler cities the focal point is *always* the Statler Hotel.



HOTELS STATLER IN

BOSTON \$3.85	BUFFALO \$3.30	CLEVELAND \$3.00
DETROIT \$3.00	ST. LOUIS \$3.00	WASHINGTON \$4.50

STATLER-OPERATED

HOTEL PENNSYLVANIA \$3.85	HOTEL WILLIAM PENN \$3.85
NEW YORK	PITTSBURGH

Rates Begin at Prices Shown

HELP YOUR COUNTRY, HELP YOURSELF—INVEST IN U. S. SAVINGS BONDS



"NOW will you tell me?"



"Ow! Ow! No—I promised not to tell a soul where I found this Arrow Shirt!"

"Not even your loving wife, who wants one for her poor old pop? I suspect you just won't tell me because *you* want to be the only well-dressed man in the family—thanks to that Arrow Collar."



"Have a heart, hon, you're *killing* me! I can't tell you—"

"My, my—I hate vain men. Perhaps

you want to be selfish and look neater than the other fellows when you bowl, eh? Well, I must admit that Mitoga figure-fit does things for you!"

"Please, sugar — *please* stop! Your strength is *frightening*!"

"Good! I'll teach you to keep a fine Arrow Sanforized shirt to yourself! A shirt that can't shrink even 1%! NOW will you tell me where you got it?"



"Look, Mrs. Bluebeard! I can't tell because I promised the Arrow dealer I wouldn't—shirts are *so scarce*! What's more, I bought this shirt for *your old man*—to curry a little favor! Apologies are now in order."

"O-oh, darling! Beat me! Slug me! But PLEASE forgive me!"

ARROW SHIRTS

Made by Cluett, Peabody & Co., Inc.

Dummy Targets CONTINUED



DUMMY SHERMAN TANK, designed to deceive Germans from only 500 yards away, is unfolded before being filled with air from a gas-operated motor.



TANK'S TURRET is easily hoisted into place by two soldiers. Serial numbers and caterpillar "treads" were faked in white paint for further deception.



MAKE-BELIEVE LORRY of the British army type is lifted upright with ease by two soldiers after it had toppled over during a recent demonstration.



L.S./M.F.T.

For your own real deep-down
smoking enjoyment.. smoke
that smoke of Fine Tobacco

LUCKY STRIKE



Copyright 1946, The American Tobacco Company

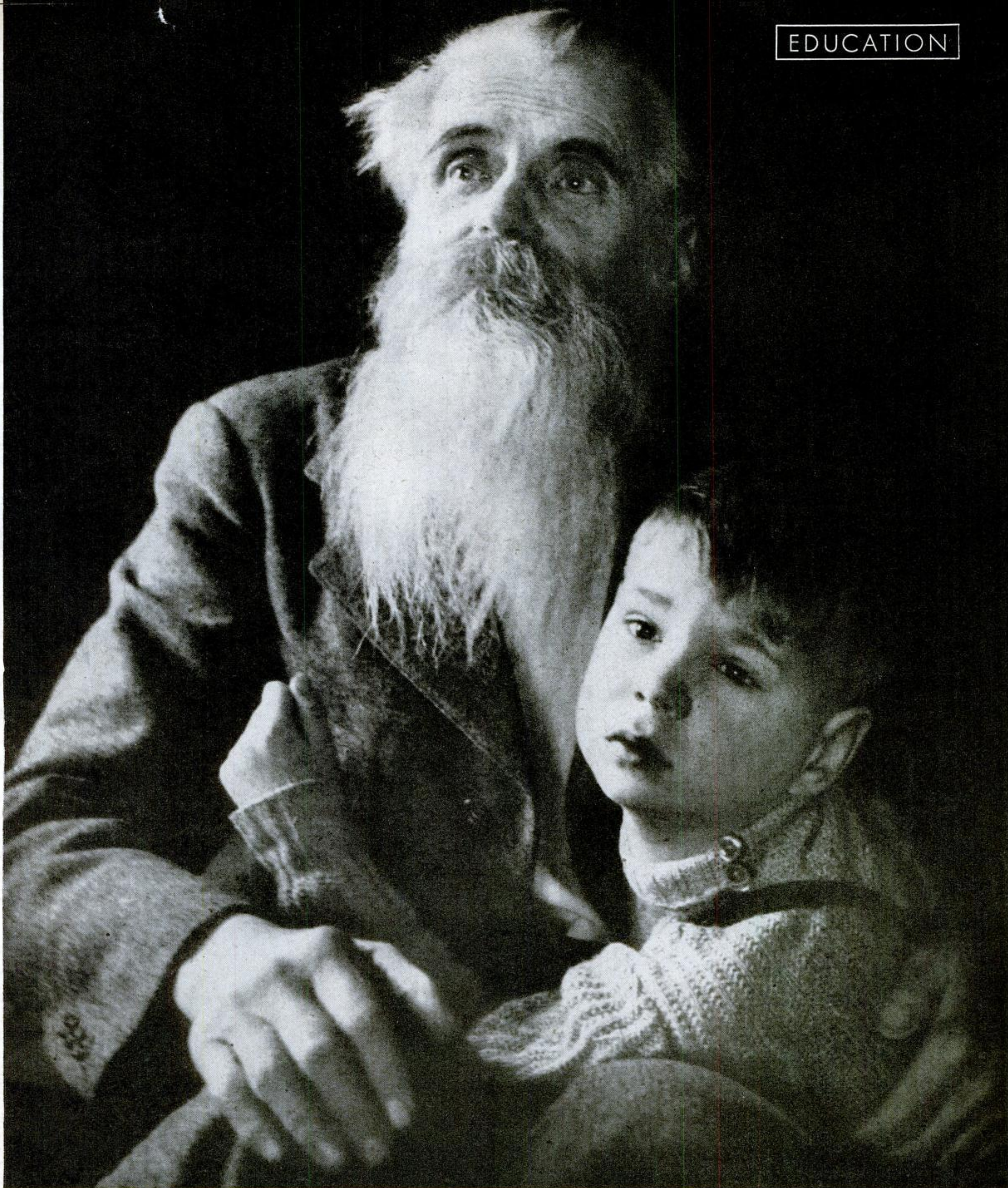
Joe Kaufman



Like a ticket to a 5-ring circus?

Hurry! Hurry! Hurry! There's a big-taste show going on inside a handy Five-Flavor pack of Life Savers. And the price of admission is only a nickel! You'll be thrilled . . . you'll be captivated by delicious Orange! Lemon! Lime! Pineapple! And Wild Cherry! Don't miss the fruit-flavor Sensation of the Century—Five-Flavor Life Savers!





PAULUS GEHEEB, 75, ANTI-NAZI FOUNDER OF ECOLE D'HUMANITE, IS SHOWN WITH YOUNGEST STUDENT, CHRISTIAN KELLER, 5, SON OF GERMAN EX-SOLDIER

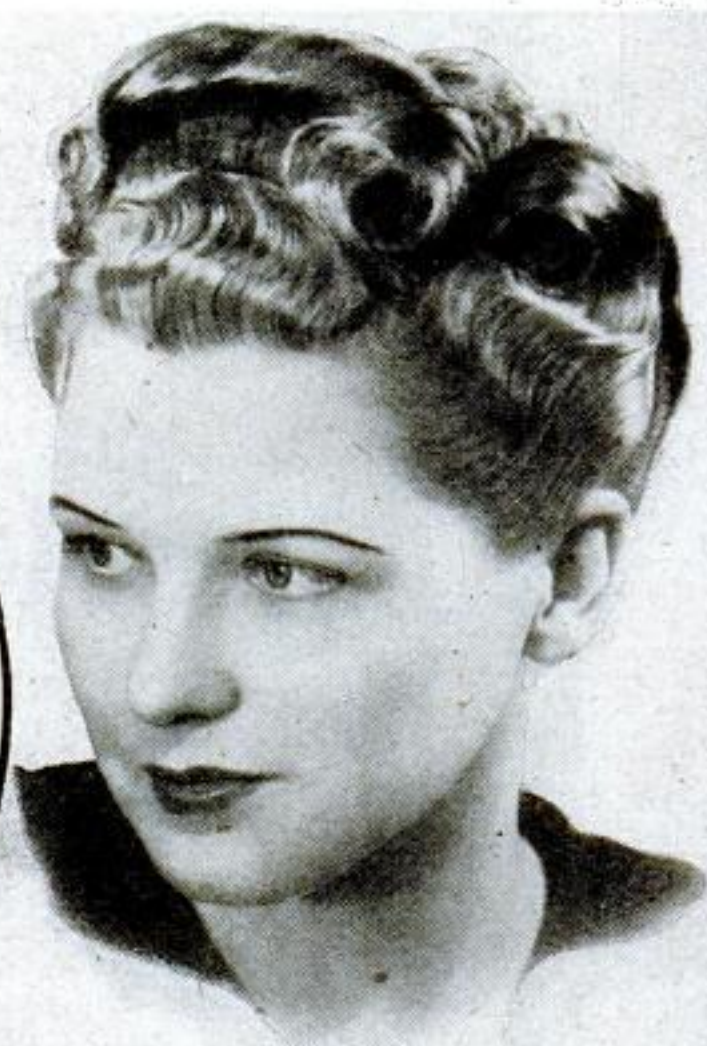
HUMANITY SCHOOL

**Aged teacher salvages war-torn
lives of children in Switzerland**

On the shores of Lac Noir near Zürich, Switzerland, a crowded little school, aptly called Ecole d'Humanité, stands as an oasis in the desert of European education. Here 40 young pupils are taught the lessons of reason and tolerance by a 75-year-old German educator named Paulus Geheeb, who in 1910 founded a pioneering progressive school in the Black Forest of Germany. He left Germany in 1934, soon after the Nazis came to power, took

over a chalet in Switzerland to continue his work. Although coeducational schools are a comparative rarity in Europe, boys and girls work side by side here studying such subjects as the classics, science, drawing and languages, including English. More philosopher than businessman, Geheeb is now in danger of losing his school for lack of funds because the majority of the students are refugees from all over Europe who are unable to pay tuition.

FRED *the Hairstylist*
creates the
VENIDA
HAIR-DO
OF THE MONTH



May 1946: Fred the Hairstylist, famed hairdresser to glamorous New Yorkers, designs a saucy hair-do for spring. Important to its success is the all-but-invisible Venida Hair Net which keeps each wayward strand in place. Style your hair in the mode of the month, confident that Venida will keep it groomed day and evening.—Rieser Co., Inc., 119 W. 40 St., N. Y. 18.

The Venida "Hair-Do Of The Month" emphasizes the lustrous charm your hair can have with Venida Beauty Products: Hair Nets, Hair Creme, Lacquer, Bobby Pins, Creme Lanolin Shampoo.

Venida
Hair Nets
—made of genuine human hair

For tasteful Elegance
DIAMOND WATCHES BY HARVEL

4 diamonds,
14 kt. yellow
gold case
\$135.00

14 diamonds,
14 kt. white
gold case
\$325.00

14 diamonds,
14 kt. white
gold case
\$435.00



For this year's Bride or Graduate
A Harvel diamond watch is both a magnificent piece of jewelry and a dependable guardian of Time. Within each beautifully jeweled Harvel case lies a precision watch movement. Small wonder that many celebrities of stage, screen and radio choose Harvel... creating its fame as "The Watch that Times the Stars."

HARVEL
One of the World's Fine Watches

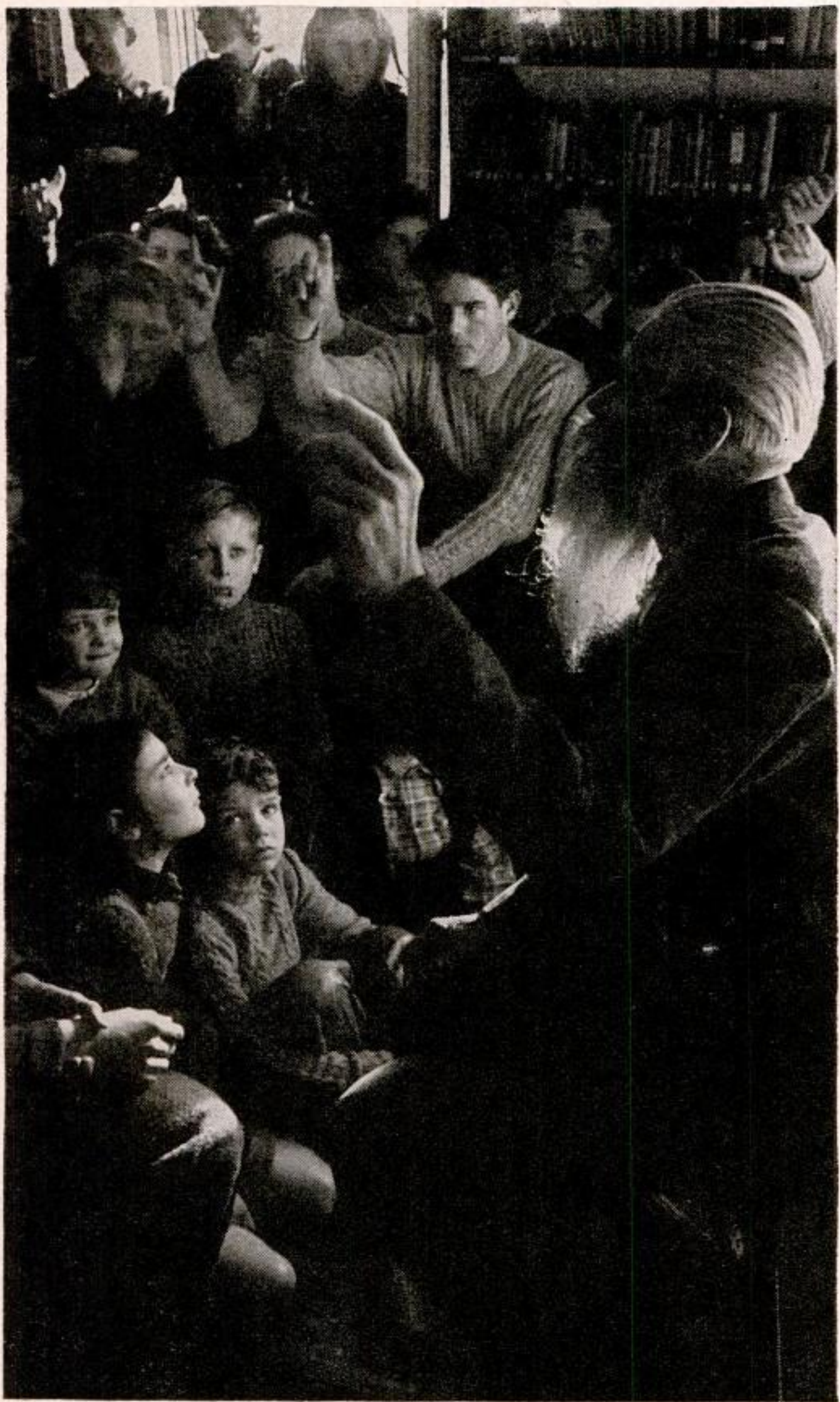
HARVEL WATCH COMPANY, ROCKEFELLER CENTER, NEW YORK 20, N. Y.



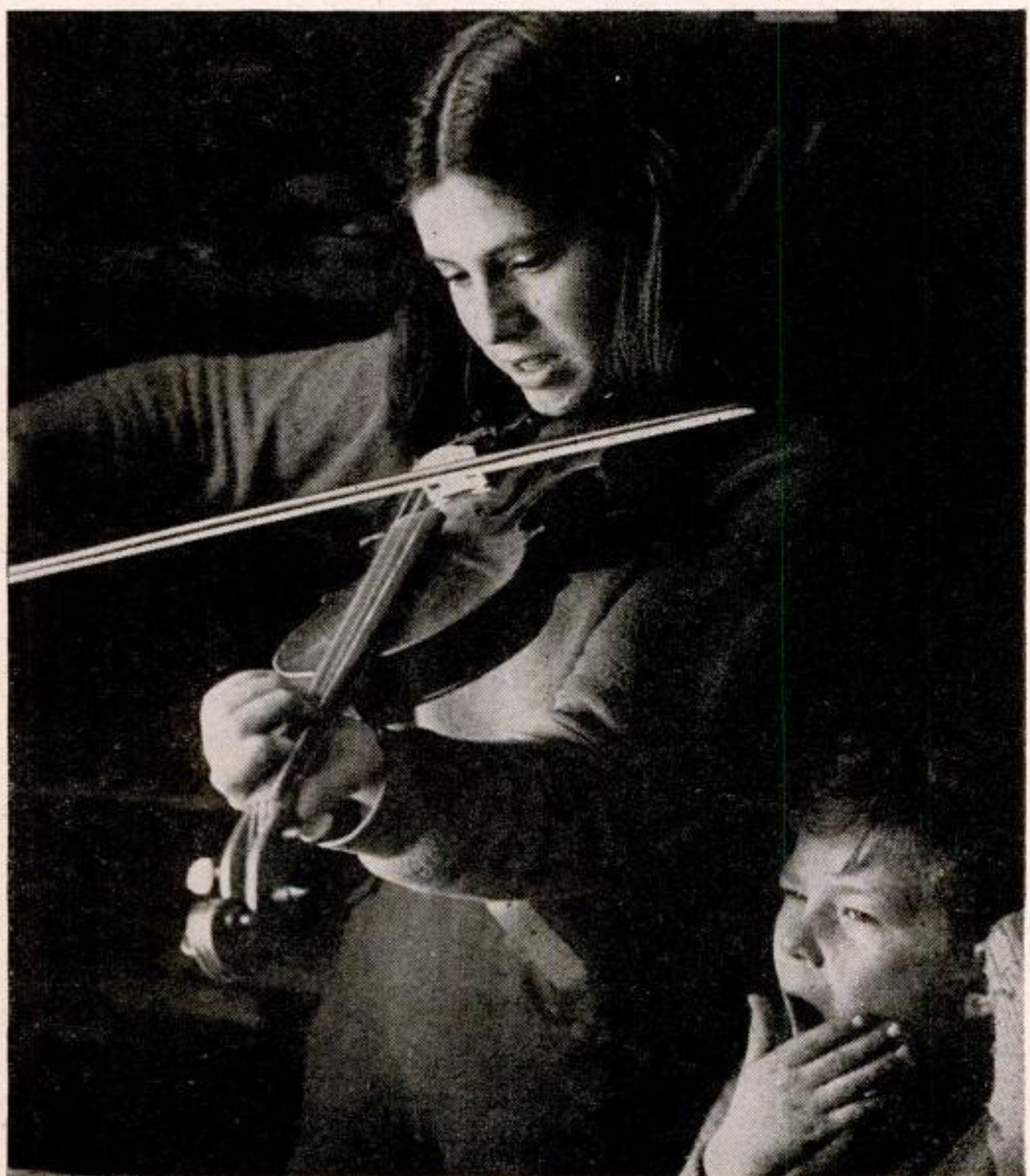
IN DORMITORY younger boys prepare for their midday nap by climbing into double-decker. Because of the lack of space their bunks are built in tiers.



BAMBI REUDI, daughter of a Swiss movie producer who is trying to raise funds for school, helps little Christian Keller put on bib before mealtime.



CHILDREN VOTE by show of hands on question of curriculum. They make rules themselves. Once a month they can apply for change of their courses.



SABLINLI DIRKS plays her violin for yawning little Hungarian boy who, despite this apparent lack of interest, insisted that he was a great music lover.

CONTINUED ON NEXT PAGE



"I'll always want shoes
that fit exactly"



You step 'round the house—'round town—so spryly when your shoes are on easy terms with your feet. That means when you've been *really* fitted with comfortable shoes—ENNA JETTICKS.

ENNA JETTICK SHOES, INC.
Auburn, N. Y.

\$6 ^{TO} \$6⁹⁵



Enna Jetticks
America's Smartest Walking Shoes

The Springmaid

as drawn by
CLAYTON KNIGHT



Look for this label

on sheets, printed tablecloths, cotton fabrics
by-the-yard and in sportswear, work clothing,
shirts, pajamas, dresses, children's wear, rainwear.

Humanity School CONTINUED



IN LIBRARY of overcrowded chalet students and teachers are served dinner by student-cook Heinz Goldstein, 16, who wants restaurant in Texas someday.



GERMAN GENERAL'S NEPHEW, Hans von Brauchitsch (left) whose uncle was the commander in chief, works alongside Jewish Heinz Goldstein.



LITTLE BOYS, shown during their nap period, are mostly children of refugee Jews or anti-Nazis. Some are alumni of German concentration camps.



Taste the difference tonight...

YOU'RE due for a pleasant surprise, the first time you mix with White Rock sparkling water.

First you'll taste the difference — a delightful *tang* that brings out the best in your drinks. White Rock's mineral blend is the secret — adds zest that everyday mixers lack.

Tomorrow morning, you'll *feel* the difference, too. For the same min-

erals that make White Rock taste so much better are also pleasantly alkaline to help combat acidity — put pep in your step next day!

Easy to see why White Rock costs a bit more — and why so many people find it well worth it.

Why not always use White Rock? It makes such a difference, tonight and tomorrow!

*Feel the
difference
tomorrow!*



White Rock



keeps you sparkling, too!

Grand Jury on jury



These men, Swift's cattle buyers, look at cattle and see steaks and roasts "on the hoof". They can spot a top quality steer quicker than you can say "Swift's Premium". This sort of "know how" is back of the Swift brand name on all meat that bears it, whether it's beef, lamb, veal, pork products, or poultry. The finest of its kind, always!

Next time you sit down to a big juicy Swift's Premium steak or roast, pause for a moment and think of what it took to get that delicious piece of meat to you.

Think of Swift's cattle buyers on their mounts in the yards at dawn

every morning, bidding in for Swift the number and quality of cattle their company needs . . . Think of the skill and good faith of the men who raised that cattle. The care it required and the detailed preparations that they made to bring it to market.

Yes, think of these things and remember that quality in meat begins a long way back. Meat has to be good to start with to be tender, juicy, fine-flavored . . . to "eat out right" as Swift's old-timers put it. Raiser, feeder, hauler, cattle buyer, inspector, grader, and your local retailer, all have a part in making your meat good eating. It must be expertly handled, processed and cared for all the way to your table.

Experience counts

Swift's 60 years of experience is back of every Swift brand stamped on any cut or kind of meat. This name is your assurance that this



Martha Logan

Representing the homemakers' interests at Swift & Company

Her Nation-Wide Kitchens Demonstrate How You Can Enjoy to the Fullest the Quality of Swift's Branded Products.

In addition to selecting for you the finest quality steaks and other meats the market affords, Swift recognizes that these and all Swift Quality Foods must always provide good eating and good nutrition. Thus, Martha Logan and her capable assistants test and retest all Swift products; cook, serve and taste them under home conditions, and recommend approved cooking procedures.



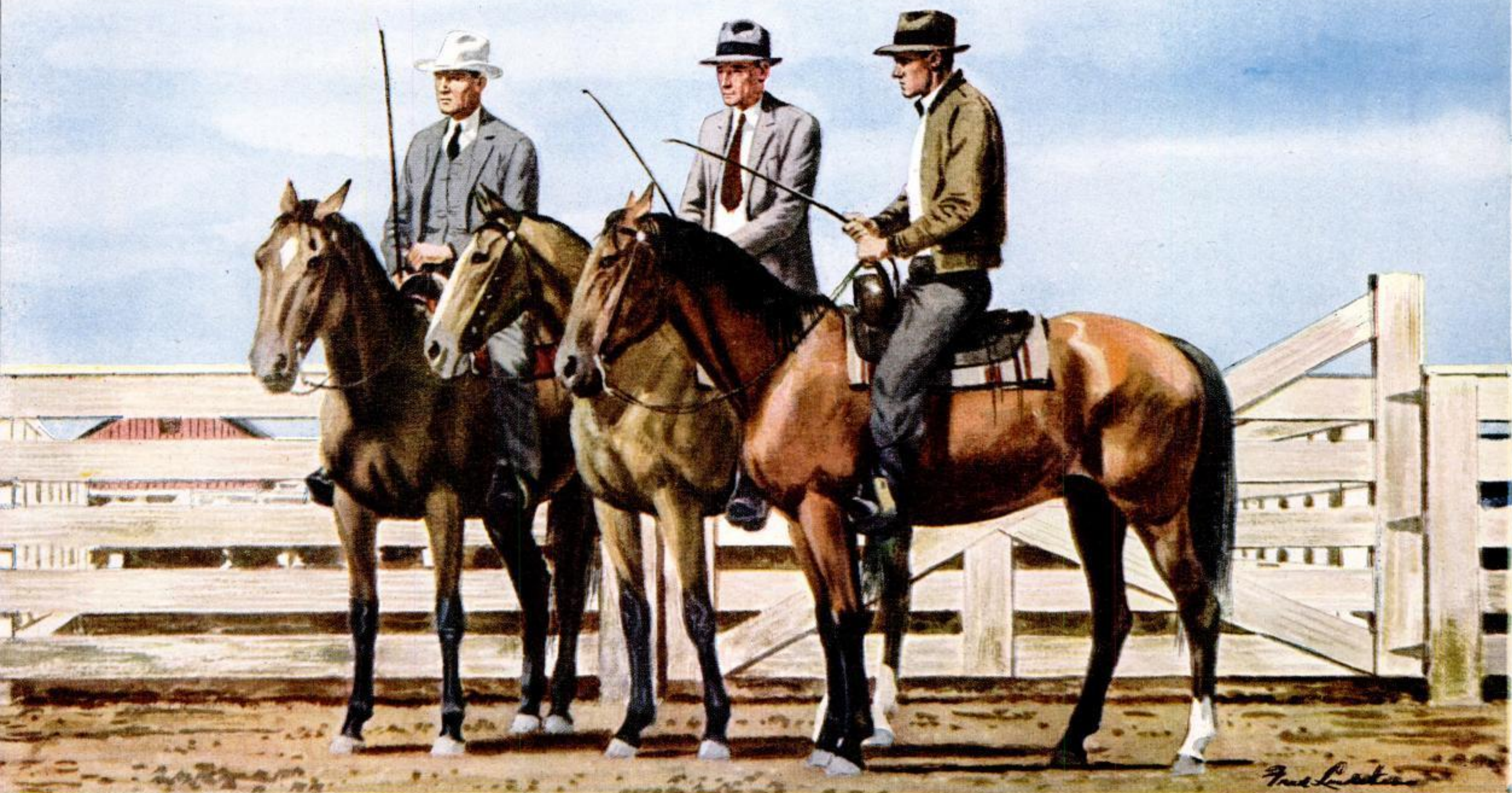
SWIFT'S BRANDS OF BEEF



SWIFT'S PREMIUM FRANKFURTS

These Swift Quality Foods are

Steaks



meat not only has been expertly selected but also skillfully handled. Throughout its processing, it has been under the supervision of scores of technicians—men who have learned every modern method of safeguarding its natural goodness and flavor. It has been watched over by scientists from Swift & Company's famous food laboratories, the largest of their type in the world.

You benefit from this painstaking thoroughness and these elaborate quality safeguards in many ways . . . Nutrition is better served by them. The meat you eat is of better quality, rich in the proteins, vitamins and minerals so needed for growth and stamina. You are given a dependable guide to help you select the best meat the market affords—a Swift brand name on the meat you buy . . . "Swift's Premium", "Swift's Brookfield"—each, the finest of its kind!



This Swift Quality Seal identifies a family of food products which you can buy with complete confidence that each is the finest of its kind. All of Swift's resources, its 60 years of experience, the technical skills of its great laboratories and test kitchens stand behind this pledge.

Swift & Company
FOOD PURVEYOR TO THE **U.S.A.**

representative of the excellence of all products bearing the name Swift . . . now as always the finest of their kind.



SWIFT'S PREMIUM TABLE-READY MEATS



PREM



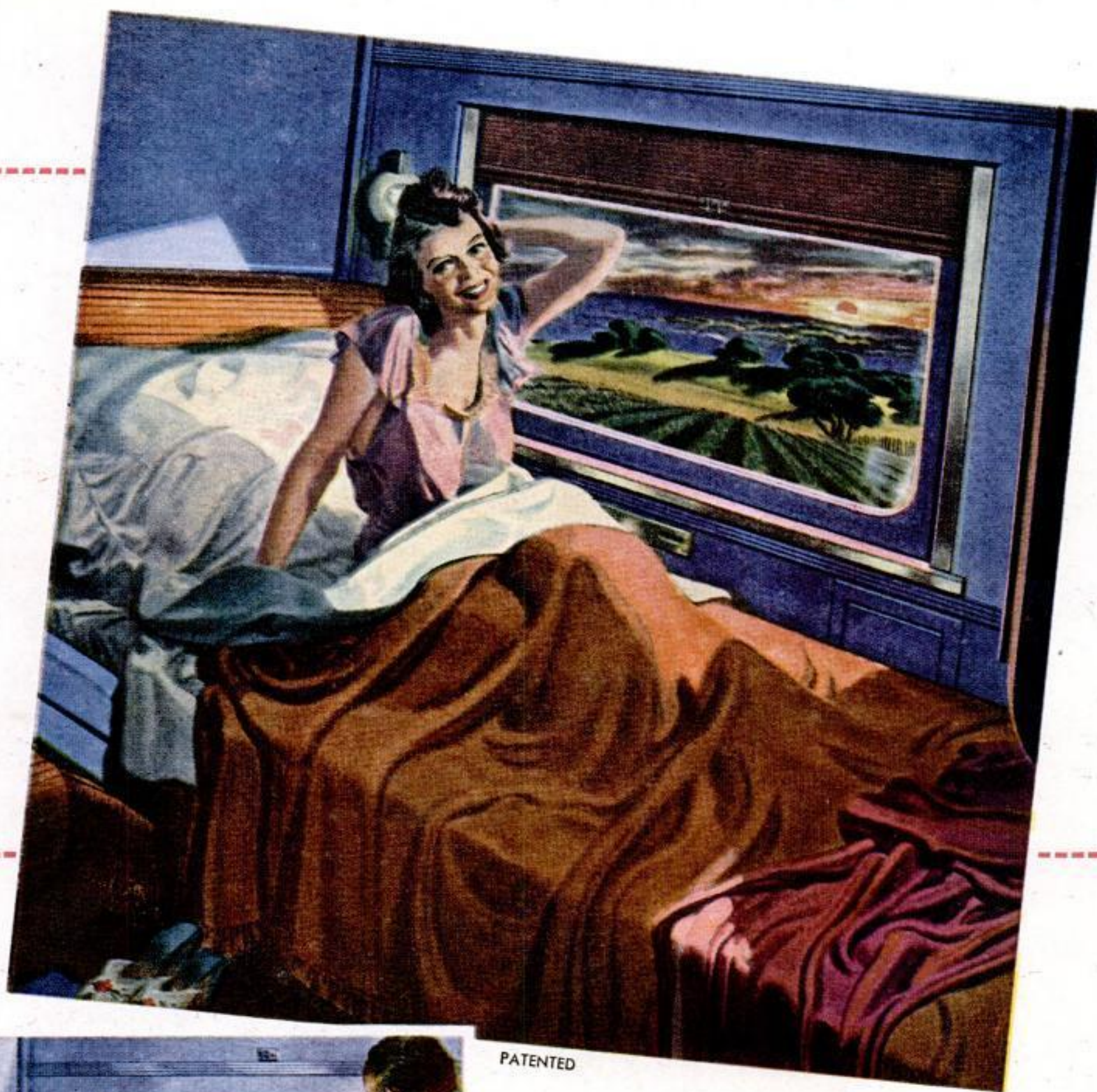
SWIFT'S PREMIUM HAM



SWIFT'S PREMIUM BACON

Pullman-Standard

IS SLEEPING CAR HEADQUARTERS



The Roomette

The Roomette revolutionized sleeping car design. It is built only by Pullman-Standard, originators of room-privacy in sleeping cars.



PATENTED

There is no substitute for experience

The modern sleeping car is a Pullman-Standard creation. All the major improvements which have made American sleeping cars the world's finest have been pioneered by this progressive company. Every basic type of sleeping car accommodation, from the first sleeper ever built, to the luxurious private rooms available on the modern streamliners, has been a development of Pullman-Standard. No other carbuilder has a comparable record.

Pullman-Standard has consistently set the pace for others to follow

Pullman-Standard has built more than 97% of all the streamlined sleeping cars purchased from the entire industry. Today, we have scheduled for production 33 times as many sleepers of this type as were produced by all other carbuilders combined prior to the war.

The Roomette Your own private room, with large window . . . complete, concealed toilet facilities . . . full-length, disappearing, made-up bed . . . enclosed wardrobe . . . individual control of heat, light and ventilation . . . air conditioning . . . liberal luggage space. Arranged either on one level or (in the new Duplex Roomette) two levels.

Pullman-Standard

CAR MANUFACTURING COMPANY

CHICAGO • ILLINOIS Offices in six cities . . . Manufacturing plants in six cities

World's largest builders of modern streamlined railroad cars

Emily Post

America's authority on etiquette is a sensible and witty lady whose long-time best-seller is now enjoying a big postwar boom

by JEANNE PERKINS

NOT LONG AGO two fashionably dressed ladies emerged from New York's Colony Club, each apparently in a hurry to get to her particular destination. It was raining hard and there was not a taxi to be had. Finally one drove up and the elder of the two ladies stepped in. Realizing the difficulty of the situation she graciously offered her less fortunate companion a lift. The latter accepted with thanks, introducing herself as the Countess Eleanor Palffy, and the two ladies drove up Park Avenue together.

Upon reaching her destination, the countess was embarrassed to find that the only money she had was a \$5 bill and a 10¢ piece. "I wonder what Emily Post would do in a situation like this," she asked the attractive, elderly dowager in the black-velvet hat and Persian-lamb coat. "She would do exactly what I shall do," the stranger replied. "It is my taxi and I shall pay for it." The countess was not so sure. "Do you really think so?" she inquired. "Yes, I do," the old lady replied, "because I am Emily Post," and drove off.

The significance of such an experience can be appreciated by any American newspaper reader, to whom the name Emily Post epitomizes correct behavior. Ever since the publication of her book *Etiquette: The Blue Book of Social Usage* 24 years ago, Emily Post has ceased to be a person and has become a noun, a synonym for etiquette and manners, more widely used perhaps than even the words themselves. Since *Etiquette* first appeared it has been reprinted 65 times, has never sold less than 30,000 copies in one year (at \$4 a copy). During the past few months the demand for it has unexpectedly risen and recently it reached a new high of 5,602 copies per week.

Possible explanations for this rise vary. The countless weddings and divorces constitute one. Also money has changed hands and the newly prosperous want to behave in a manner appropriate to their improved station in life. Mrs. Post herself says she believes "the whole thing started with Ernie Pyle. He wrote when he was in Ireland that lots of our boys wanted to be officers, but that in order to become officers they had to know their 'Emily Post.' Later he referred to the 'Emily Posters' and the thing spread." In any case, USO clubs throughout the U.S. as well as overseas report as many as 16,000 requests for *Etiquette* in one week, second only to the Rand McNally atlas. The *Chicago Daily News* reported that while Betty Grable was the Army's No. 1 pin-up girl, Emily Post was their No. 1 look-up girl.

All these tributes, to say nothing of the revenue they bring in, cause America's top arbiter of good conduct no little satisfaction. At 72, an age when most ladies retire to criticize the new generation while reminiscing on their own past triumphs, she is making almost \$100,000 a year, turning down offers to make even more and has successfully eliminated all serious competition merely by preaching what she practices, namely, the art of being a lady.

Despite her years, Mrs. Post is still a very beautiful woman. She is about 5 feet 8 inches tall and exceedingly well-proportioned. Her long, narrow feet are enclosed in high-heeled, black patent-leather pumps; her legs, still shapely, show off to advantage in sheer silk stockings, and her

rather fluttery hands are carefully manicured with a bright red polish blended especially for her. Her iron-gray hair is dressed between permanents by Hilda, her personal maid of 37 years' standing, and she has worn rouge and lipstick ever since it came into fashion. Years ago her friend Mamie Seaton shrieked across a luncheon table, "Emily! I can see the red on your lips from here!" "And what do you suppose I put it on for?" Mrs. Post snapped. She wears a lot of jewelry—a very large ruby ring set in diamonds, big pearl earrings also surrounded with diamonds, three or four strands of pearls, a sparkling pin or two. Her clothes are made to order. In the city she wears black with touches of pink, in the country she wears red. Because of a series of operations on her eyes, she has three different pairs of spectacles and one of each variety is always beside her. Mrs. Post does not smoke and has never had a drink, although she campaigned forcibly against Prohibition, declaring, "I am personally a teetotaler. I drink absolutely nothing. In fact, I have never tasted a gin cocktail in my life. But I am a wet, a sopping wet!"

She avoids restaurants and dislikes inordinately large parties. However she frequently has friends in for lunch or tea. Her particular favorites consist of old-line Tuxedo Parkites* such as Mrs. Paul Tuckerman, eighty-ish, the interior decorator, Mrs. Price Collier, Franklin Roosevelt's aunt, or Mrs. George St. George. Asked if any of her friends have careers, Mrs. Post replies quickly, "Oh, no. I am the only one who works." She avoids comment on such cafe-society hostesses as Elsa Maxwell by saying graciously, "I am not acquainted with Miss Maxwell. I don't know whether or not she knows how to give a party. But she has said some very sweet things about me in her column and I'm sure she's very musical."

Mrs. Post has ten radios in her apartment, including a red enameled one in the bathroom and a mirrored one on her dining-room table. She used to have a successful program of her own but has given it up because

she refuses to be sponsored by anything pertaining to the boudoir or bathroom. Mrs. Post has radio in her blood, however. "After eight years of it I would rather broadcast than eat," she says wistfully.

In addition to listening to the radio she follows newspaper columnists assiduously. She once wrote Westbrook Pegler, "Dear Mr. Pegler: I just love you," and received the reply, "Dear Mrs. Post: I love you, too," but has not carried the thing any further.

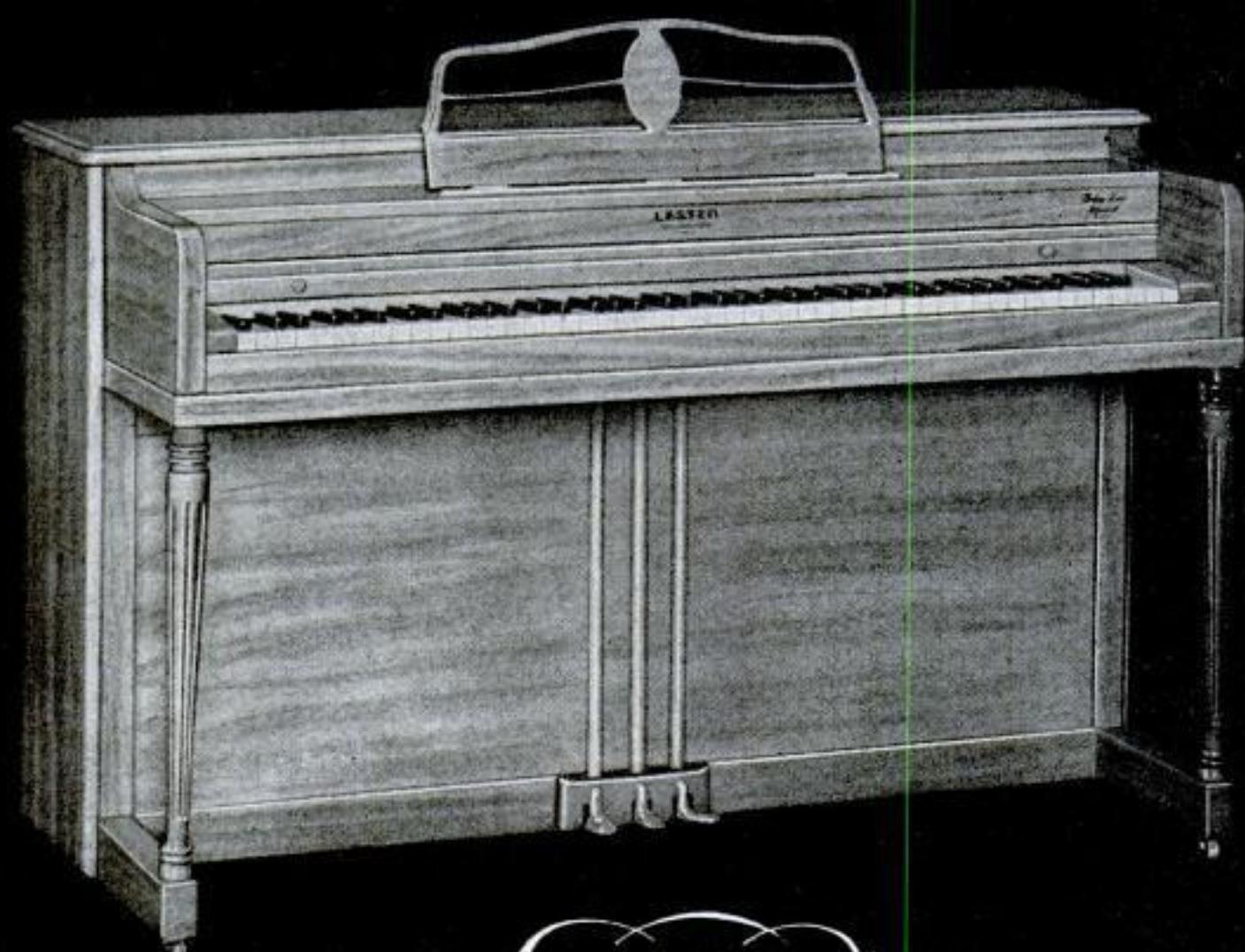
Emily Post's qualifications for the job of regulating American social life are gilt-edged and beyond reproach. To the manner born, in Baltimore on Oct. 3, 1873, she traces her family back to land grants between 1630 and 1680, and is the ten times great-granddaughter of John and Priscilla Alden. She grew up devoted to her father, Bruce Price, a famous architect whose portrait in oil still hangs in her study. As a child Emily was allowed to accompany her father on inspection visits to his buildings and thereby developed an interest in houses on which she capitalized years

*Tuxedo Park, N. Y., 40 miles north of New York City, is an exclusive community of old-line millionaire families. Residents of Tuxedo Park are credited with having replaced men's traditional tailcoats with the present-day dinner jacket, which was named after the community.



MRS. EMILY POST has tea every afternoon in her attractive New York apartment. Following her own rules for hostesses, she brews the tea herself.

Keys to Happiness



ONE { name
quality
price }

LESTER Betsy Ross Spinet

The Pursuit of Happiness is an American heritage . . . specified in the Declaration of Independence . . . the happiness of your own family will be greatly enriched by the joy of piano music. A Lester Betsy Ross Spinet offers the Keys to Happiness to every member of your family . . . from the youngest to the oldest. It will foster a love of good music; make learning to play an enjoyable experience; turn your leisure time into hours of pleasure and relaxation; encourage your 'teenagers to entertain at home . . . and draw the family closer together.

The rich melodious tone of the Lester Betsy Ross Spinet will thrill you . . . and its distinguished design will blend with any type decoration. The compact size makes this the ideal piano for any room in your home or apartment . . . the moderate cost puts it within reach of all.

For Piano perfection in tone, design, and construction . . . for an enduring investment in musical pleasure . . . select the famous Betsy Ross Spinet . . . made only by the Lester Piano Manufacturing Company . . . makers of the renowned Lester Grand Pianos.

SOLD BY AMERICA'S FOREMOST PIANO DEALERS

MAIL THIS COUPON FOR ILLUSTRATED BOOKLET B

LESTER PIANO MANUFACTURING CO., LESTER 13, PENNSYLVANIA

Send me your 24-page illustrated book showing piano arrangement in the home.
(Enclose 10c for postage.)

NAME _____
ADDRESS _____
CITY _____ STATE _____

A BEAUTIFUL PIANO WITH A MAGNIFICENT TONE



AT NINE MONTHS Emily posed with her mother, Josephine Lee Price. Worth of Paris designed both gowns.

EMILY POST CONTINUED

later by becoming an architect's consultant, in addition to building up a private clientele of her own on problems of home building and decoration.

The family moved to New York when Emily was 5 and from then on lived a routine life of winters in the brownstone house on Tenth Street, summers in Bar Harbor or Tuxedo Park and frequent trips to Europe. Emily was not immoderately rich, but she had a beautiful face, a figure which in retrospect still delights disappointed suitors like Frank Crowninshield, later editor of *Vanity Fair*, and a wit and gregariousness which made her the belle of Tuxedo Park.

At 17 Emily "came out" at a correct "afternoon tea" wearing a specially designed white silk mull-and-lace gown, carrying alternately the 50 bouquets admiring friends had sent her. At the end of her first season she chose from among the many candidates for her hand a handsome, eligible young banker named Edwin Main Post and married him in a quiet but chic Episcopal ceremony on the porch of her father's home in Tuxedo Park. The Posts had two children, Edwin Main Jr. and Bruce Price, named after her father. A few years later the Posts came to a parting of the ways. Mrs. Post got a divorce and remained in Tuxedo to live with her mother.

With two small boys to support and no training other than how to behave correctly in "good" society, Mrs. Post took the advice of a friend who urged that she try writing for money because her letters were so charming. Frank Crowninshield managed to get her first novel, *The Flight of a Moth*, published by Dodd, Mead & Co., for whom he was working at the time. She followed this with *Purple and Fine Linen* and, later, her best-seller, *The Title Market*, which her publishers pushed to 70,000 copies.

For the next few years Mrs. Post made out quite well, supplementing her novels with anonymous "confession" writing and occasionally contributing jokes to the old *Life*. A novice at this sort of thing, she worked out a system of eliminating the salable from the rejects: she read each joke to her mother before sending it on to the editors. If her mother laughed Mrs. Post discarded the joke. If she looked blank, or better still, disapproving, Mrs. Post knew she had a winner. The system never failed.

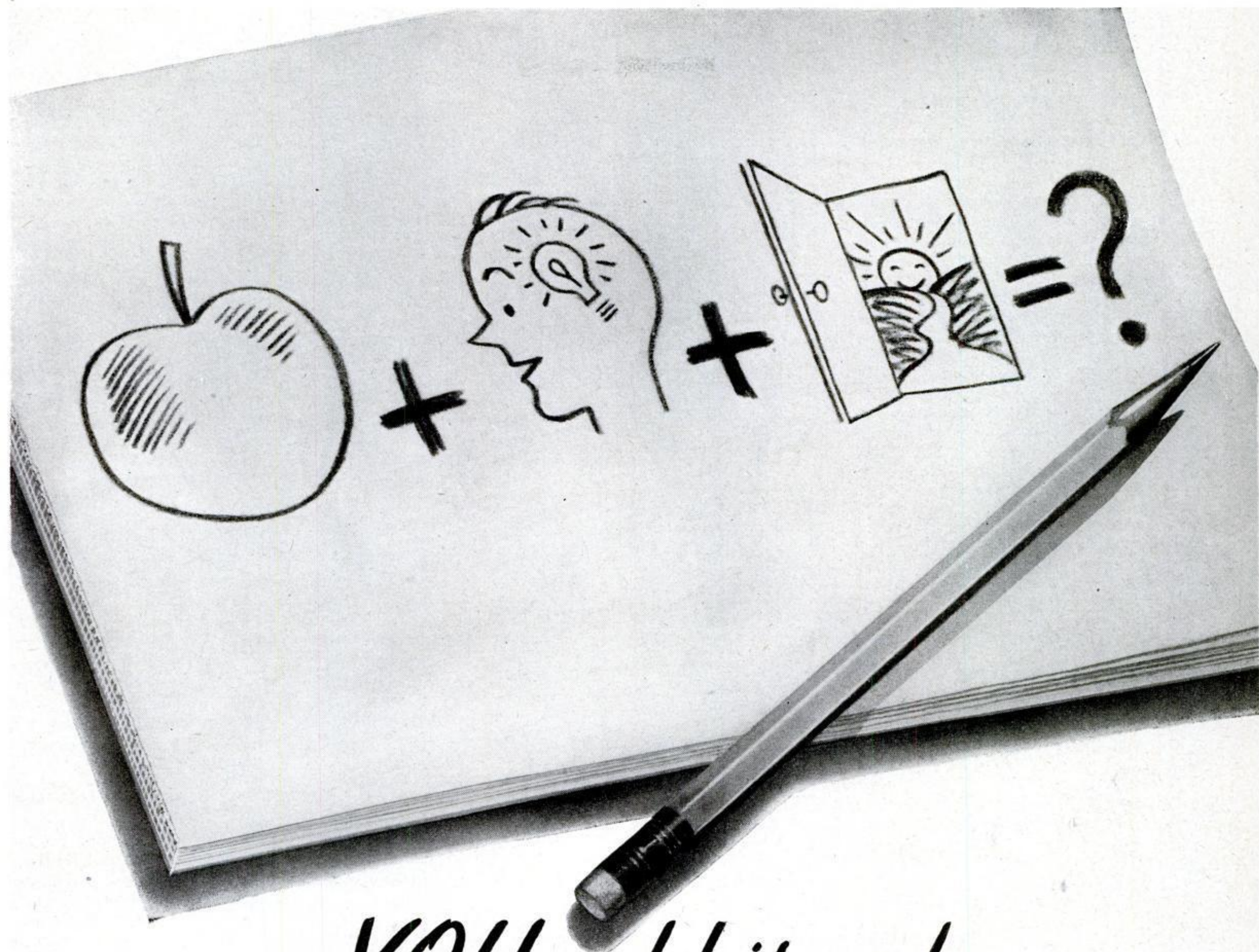
She is persuaded to write her book

IN THE YEARS after the first war, just as now, manners became important to the book-buying public. Observing the success of second-rate volumes on the subject, Richard Duffy, then an editor of Funk & Wagnalls, decided that his firm should put out a really authentic book on etiquette. Uncertain as to which society lady would be qualified and, even more difficult, willing to write such a book, Mr. Duffy called on his friend Crowninshield for suggestions. "If you want a book for the 10,000," Mr. Crowninshield said, "get Edith Wharton. But if you want a book for the millions, I would suggest Emily Post."

Mr. Duffy had never met Emily Post, but he looked up some of her novels and decided to telephone the lady forthwith. "I would like to see you some time about an encyclopedia which we are planning to publish," he began.

"I don't need any more encyclopedias," Mrs. Post retorted

CONTINUED ON PAGE 62






YOU add it up!



An apple, plus an idea, plus opportunity—what do you make of it? We'll give you one more clue—a man named Douglas.

Robert Douglas. A young Scotch immigrant. Interested in fruit chemistry. Knew about jam making from his father's business in Scotland. Got an idea. Developed it. Originated the process of extracting—and making commercially available—the natural jellying substance of fruit. Science calls this substance *pectin*. Douglas called it CERTO, bet his savings on it, built a business.

There you have it. The apple  plus the idea  plus the thing young Douglas came to America for—*freedom of opportunity*  add up to a substantial business success.

Is that bad?

Freedom of opportunity to profit gave Douglas his incentive, but remember—he took the risk. If he lost, he lost alone. Yet in winning, he did much more than crown *his* life with success. He created new, *shared* prosperity. Made jobs that didn't exist before. Set in motion a

sequence that goes on and on making jobs and prosperity. Fruit growers, pickers, shipping services, manufacturers, grocers continue to have more business *today*, because in 1912 Robert Douglas sparked—and believed the rewards made it worth while to back his idea!

YOU vote here!

Do you want *freedom of opportunity* for today's enterprising young Americans to develop their ideas—with profit to themselves and jobs for lots of other people? Your opinion, and the opinion of others like you, will help shape our future. Let's take stock of our America. Let's speak up if we like an America that gives folks room to grow in!



In their own small way Robert Douglas and his Certo typify what freedom of opportunity can mean. Let's see that our youth have their chance to dream and grow . . . according to the American idea. If this makes sense, let your opinion be known. Let your voice be heard. The time to build a better tomorrow is—today.

CERTO IS A PRODUCT OF GENERAL FOODS—AND AMERICAN ENTERPRISE

NEW

The Miracle Girdle with the Magic Inset

Here is one of the greatest girdle miracles of the century—an amazing—revolutionary construction that every woman has dreamed of, yet has never enjoyed until now—but at last "Perma-lift"* accomplishes the almost unbelievable.

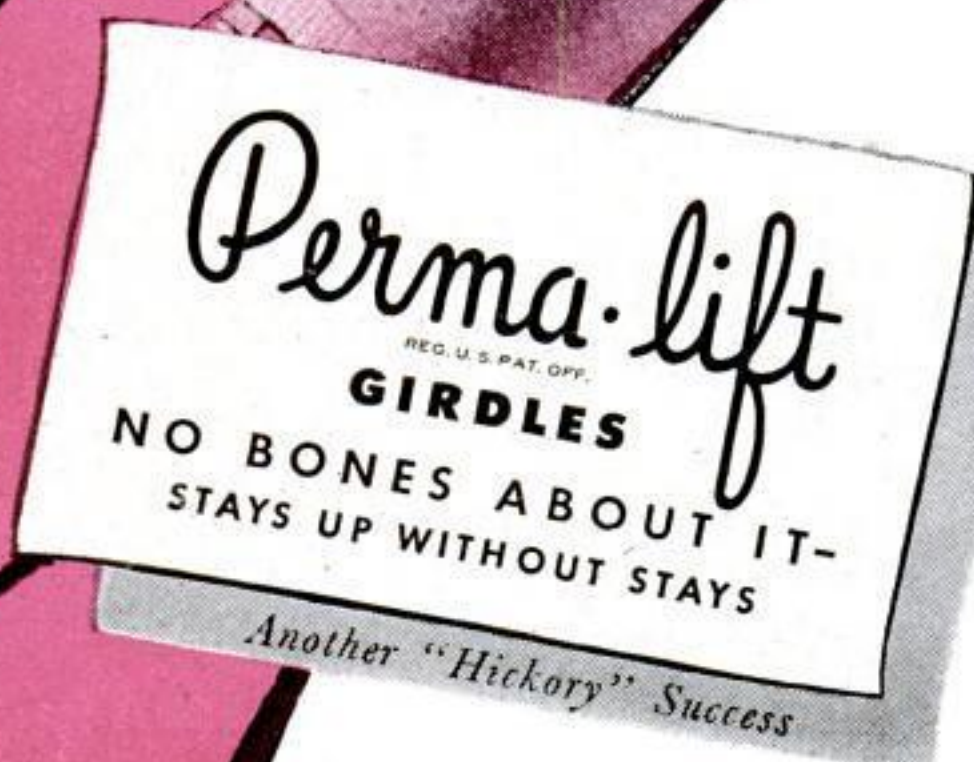
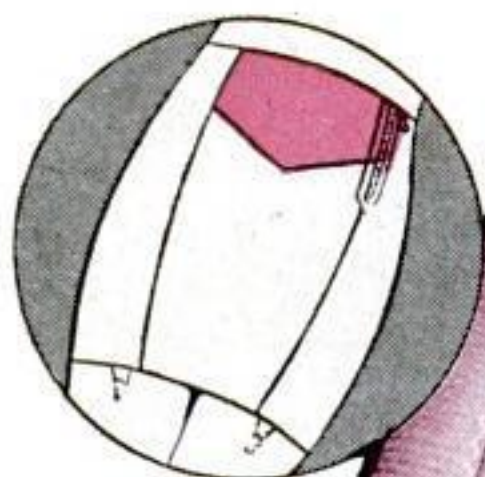
"Perma-lift" has created a new—thrilling—youthful—lightweight girdle with all the advantages of boning—but With No Bones—all the restraint and control of boning—but With No Bones. A "Perma-lift" Girdle won't wrinkle, won't roll over, absolutely banishes the annoying discomfort that boning, even in the lightest garment, has caused you—withstands countless washings and wear.

No Bones means new comfort—"Perma-lift" Girdles assure you undreamed-of comfort for the life of your garment. Smartly styled, youthful, lightweight "Perma-lift" Girdles, Panties, Foundations—\$5 to \$10—at fine stores everywhere. The perfect companion to your "Perma-lift" Brassiere, America's Favorite Bra with "The Lift that never lets you down."

*"Perma-lift" and "Hickory" are trademarks of A. Stein & Company. (Reg. U. S. Pat. Off.)

TRUST THE TRADEMARKS THAT HAVE STOOD THE TEST OF TIME

NO BONES ABOUT IT
STAYS UP WITHOUT STAYS



EMILY POST CONTINUED

sharply. "The house is full of them as it is. What I do need is a maid to dust them off," and ended the conversation there.

"That's a hell of a woman to write about good manners," Mr. Duffy complained to Crowninshield the next day. Nevertheless he persisted and eventually persuaded her to write *Etiquette* by sending her all the other books on manners currently in print. Mrs. Post dipped into one of them one evening after the theater. She became so incensed at the absurdities and misinformation it contained that she called Mr. Duffy immediately, although it was 3 o'clock in the morning, to tell him she would write his book for him after all. "It will be a little book," she said, "only about 30,000 words long, but it will be honest. The kind of thing that American mothers can teach their children."

That summer Mrs. Post holed in at Tuxedo, tacked notes on items she wanted to include in her book all over the walls of the spare room and began to write *Etiquette*. What began as a monograph on manners grew into a 235,000-word textbook, parts of which she revised 27 times. It was, of course, inexcusably bad taste for anyone in Mrs. Post's set to write about manners, but Mrs. Post could use the money and, besides, it was hardly probable that any of her friends should need to consult such a book. Therefore she felt fairly safe in assuming that none of them would know that she had written it. The opposite turned out to be the case and that year *Etiquette* edged out Papini's *The Life of Christ* to top the nonfiction best-seller list for 1923. "No social climber should be without it," one critic said.

Her friends were not so enthusiastic and, for many years to come, Mrs. Post's conduct was the cause of controversies within the ranks of the rich and well-born. Eventually most of her friends became reconciled to her success and one or two of them have even been known to consult her book, surreptitiously of course, when stumped by a particularly advanced problem in protocol.

Because she symbolizes correct behavior, the prospect of meeting Emily Post casts terror into the hearts of many ordinary people. One unusually shy representative of her newspaper syndicate, invited to lunch with her, found it necessary to fortify himself first and stopped off on his way to her apartment for a few double Martinis. However he had discounted one of the prerequisites of the perfect hostess, namely, to make her guests happy. When he arrived he found that Mrs. Post had prepared cocktails for him. Determined to be an equally perfect guest, the gentleman drank them and lurched in to lunch. The combination proved too much for him and the next thing he knew he had pushed his lamb chop off his plate and it was skidding across the dining-room table. Completely shaken, he looked at Mrs. Post and said, "You wrote the book. What do I do now?" "If I were you," Mrs. Post remarked gravely, "I would pick it up and start all over again."

She is never embarrassed

MRS. POST HERSELF claims never to have had an embarrassing moment, but she has had experiences that would have been disconcerting to one less poised. Once at a large public banquet she spilled cranberries on her dress and on another occasion she dropped her drawers on Broadway. In both emergencies she proved herself every inch Emily Post. Chided about the cranberries, she pointed out that "after all, I'm a human being, not a robot," and when her pants fell to the pavement she retrieved them calmly and stuffed them in her handbag. Last Christmas she had the misfortune to slip down a flight of stairs and break her foot. "Thank heavens, I did not throw up," she says. "What's more, my hat was on straight the entire time."

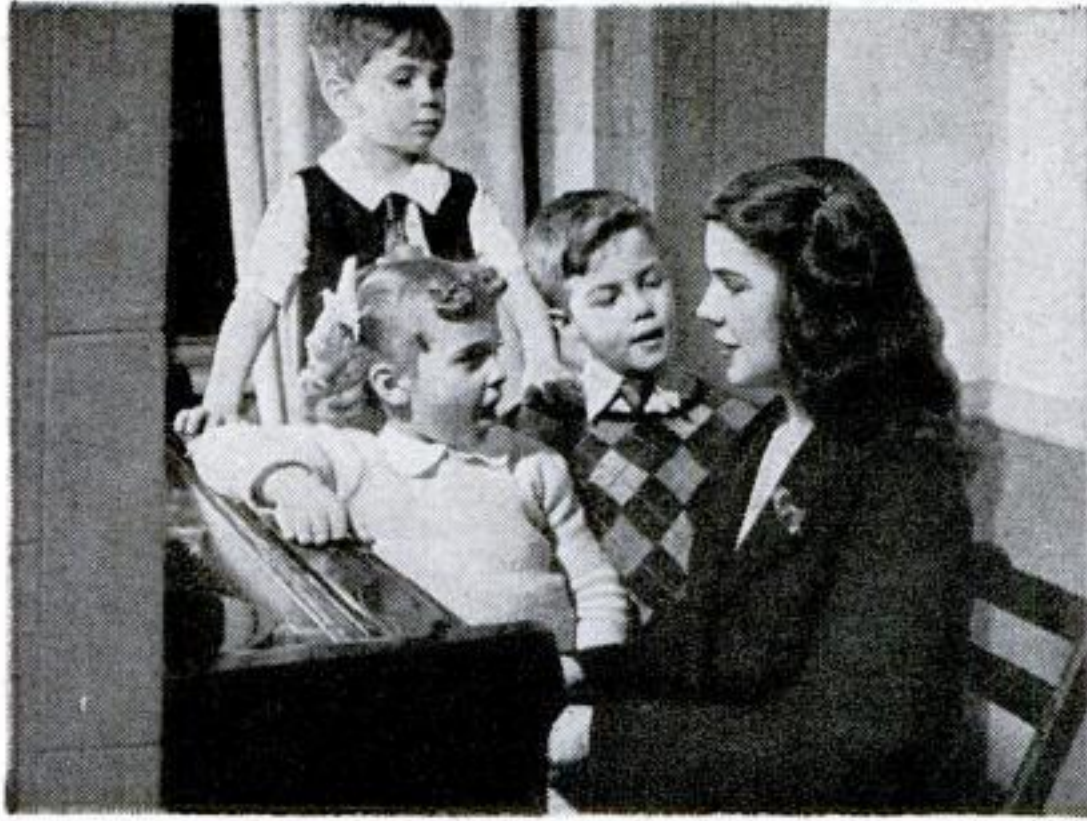
However, these minor *contretemps* are insignificant compared to the problems contained in Mrs. Post's mail, which averages some 5,000 letters per week. Her daily column, "Social Problems," which appears in 150 papers throughout the country, answers questions ranging all the way from when to remove a glove to how to tell a hostess that her guest bed has bedbugs. In the case of the bedbugs, Mrs. Post observed that "It would have been pleasanter to say nothing," but suggested that, since the guest felt obliged to report the incident, "perhaps you might have saved your hostess's feelings by producing only one as evidence. This would have resulted in the same amount of searching and yet caused her less chagrin."

Mrs. Post's mail comes from all classes. On a perforated sheet of looseleaf notebook paper she received a note saying:

"Dear Emily:

About two weeks ago my gentleman friend was sent to jail. I expect to visit him soon. Would you be so kind as to advise me which is the best form to use for the following. 1) When I go to see him

CONTINUED ON PAGE 64



"She shall have music"—Mary has been majoring in music at college. During summer vacations she gives time to teaching piano to youngsters in a foster home. "They couldn't have lessons any other way," she says. People who play and sing are always needed. Can't you give away some of your music as Mary does?

Mary Margaret Topping to wed Navy Lieutenant

Daughter of the Hudson Robert Toppings of Peoria, Illinois, engaged to Lieutenant (j.g.) Edgar A. De Yoe, Jr., U.S.N.R. of Ramsey, New Jersey . . . "Topper," as Mary is called, is a senior at Connecticut College and met her fiancé when he was a Cadet at the Naval Training Station in New London.



Her ring—a dew-clear diamond in a perfectly plain white-gold setting.

She's Engaged! She's Lovely! She uses Pond's!

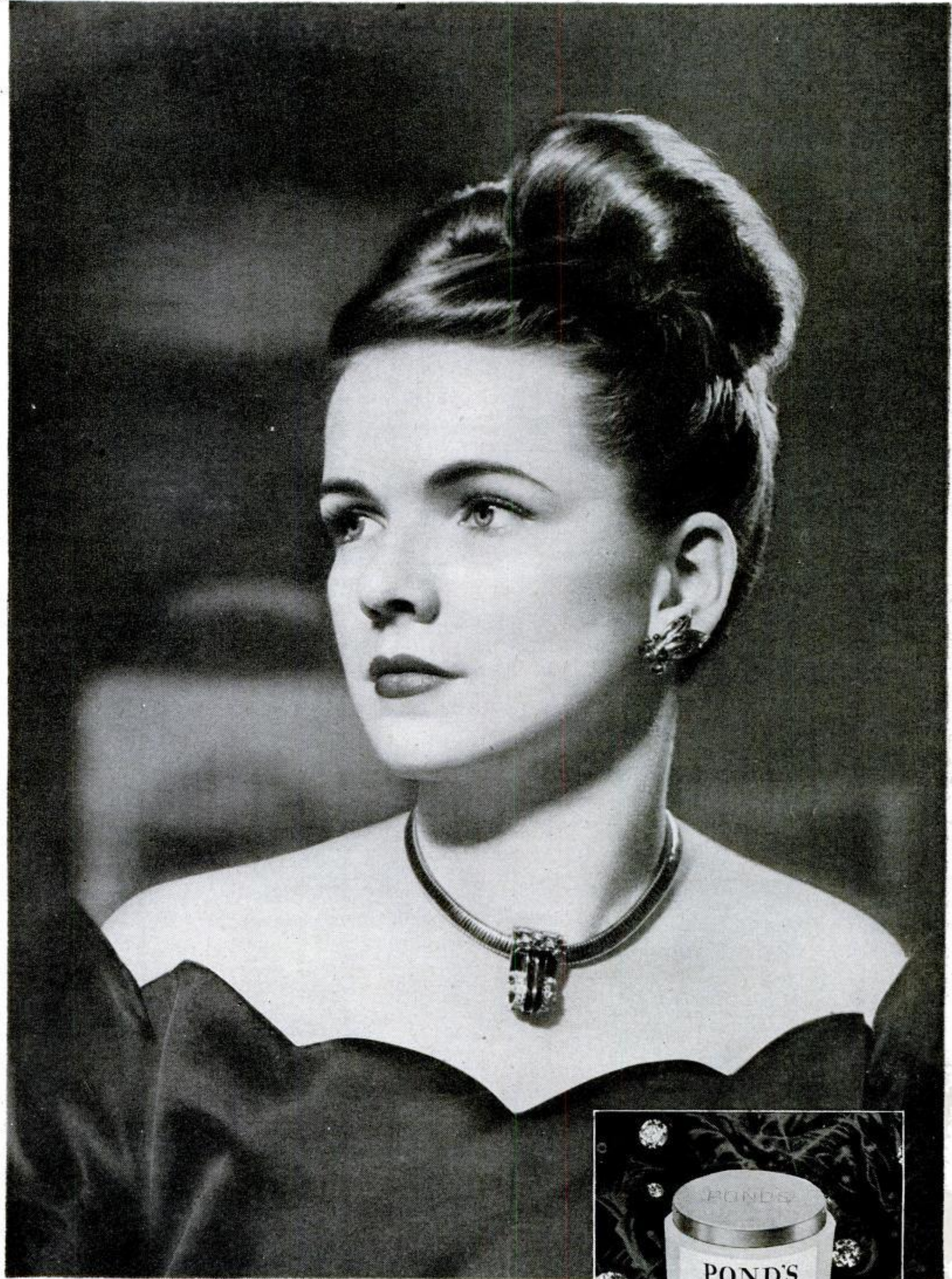
She looks like a teen-ager with her hair around her shoulders—like a sophisticated Vogue model in her evening "up-do," that so beautifully accentuates the fine contour of her face and clarity of her skin.

Another engaged girl with a Pond's-cared-for complexion, Mary says: "Pond's Cold Cream makes face care so easy. I just love the way it helps to keep my skin in good condition—clean, soft and smooth."

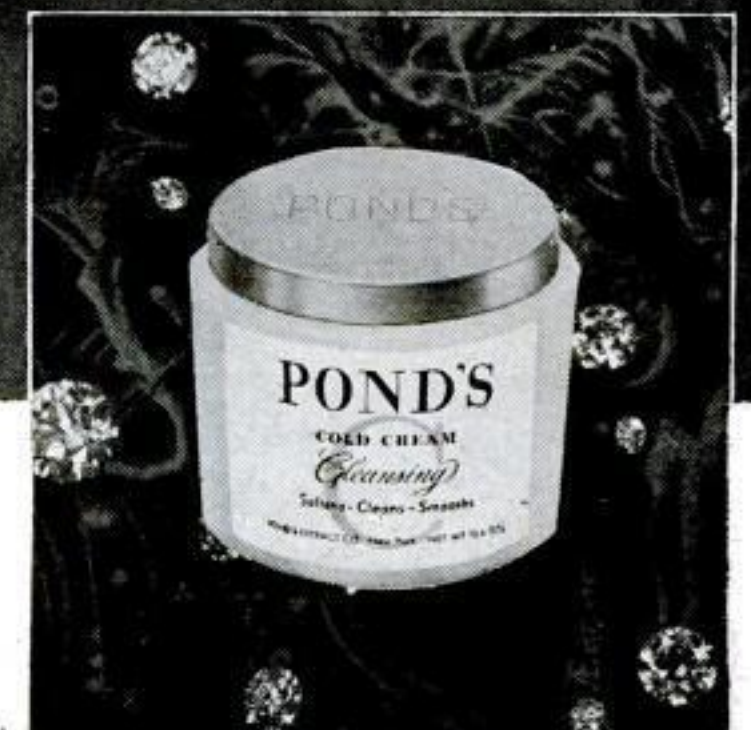
She smooths the silky-soft cream over face and throat, pats briskly to soften and release dirt and make-up. Tissues all off.

She rinses with more of her luscious feeling Pond's—slipping her white-tipped fingers over her face in quick little circles. Tissues again. "It's a *plus* creaming that makes my face extra clean and soft," she says.

Copy Mary Topping's cream-rinse way of using Pond's Cold Cream—every morning, every night *regularly*! Use your Pond's for daytime clean-ups, too! It's no accident so many more women use Pond's than any other face cream at any price. Ask for a *big* jar, so luxurious to dip into!

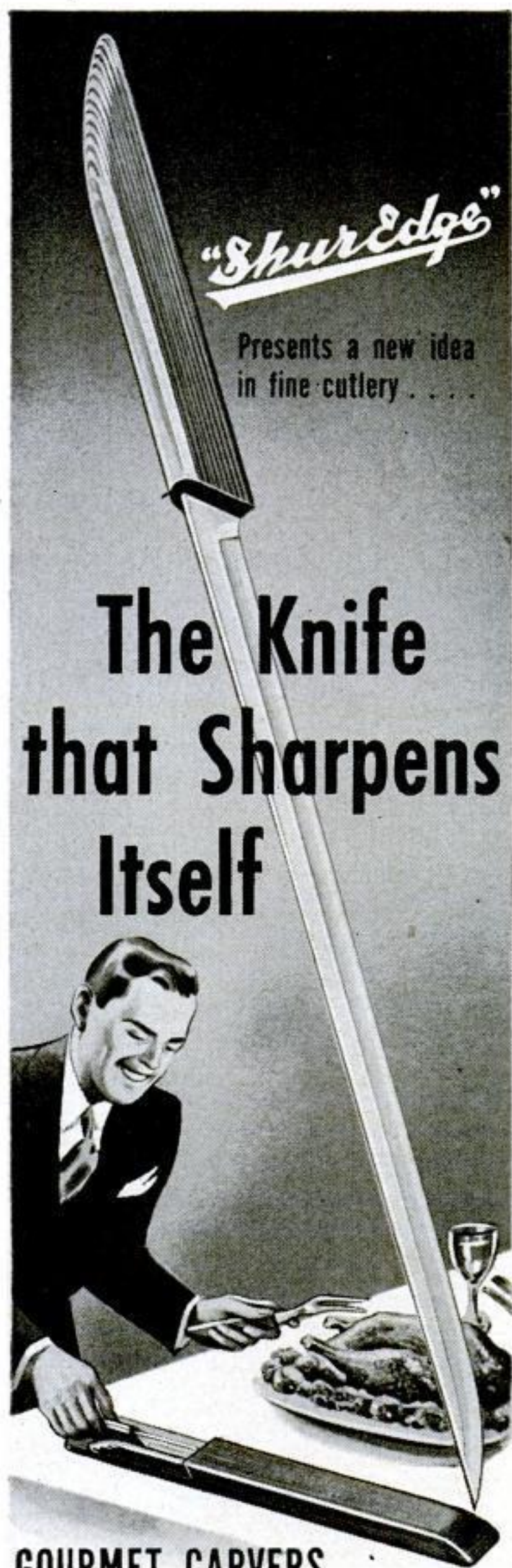


Her deep-shoulder dress is wonderful against her smooth-as-cream skin.



Ask for a big luxury jar of Pond's today!

*A few of the many Pond's Society Beauties: Mrs. Franklin D. Roosevelt, Jr. Mrs. Victor L. Drexel
H. H. Princess Priscilla Bibesco · Mrs. Alexander W. Biddle · Mrs. Pierpont Morgan Hamilton*



GOURMET CARVERS in matching table cases

The discriminating host or hostess will treasure forever these new Gourmet Carvers, masterpieces of cutlery craftsmanship; in beautiful matching cases to grace the finest table.

Every time you remove a Gourmet Carver from its case—and every time you replace it—the knife sharpens itself! No work—no skill—always a keen edge for instant use. A brand new idea—patent applied for—and only "Shur-Edge" has it!

Available in sets of 1, 2 or 3 cutlery pieces. Blades of finest, hollow-ground chrome vanadium steel, chrome plated to protect the surface; handles and cases in choice of lustrous Pakkawood or richly inlaid woods. At your favorite department or cutlery store. Robeson Cutlery Co., Inc., Perry, N. Y.

ROBESON
"ShurEdge"
THE FINEST
OF FINE CUTLERY



AT 26 she posed for fashionable Portraitist Emil Fuchs. She did not like the painting because it made her look too old.

EMILY POST CONTINUED

shall I dress in black like he was dead, have a long face and cry profusely or 2) Shall I dress very gay, have a light air about me, laugh and smile a lot as if I don't care or I have other gentlemen friends. Thank you."

On engraved bond, a troubled reader wrote:

"Dear Mrs. Post:

I am a mere man and as such I probably have no right to hold any opinions on the propriety of removing the pepper and salt cellars from the dinner table before the dessert course is served. . . . I maintain that it is a waste of time and that often there is an urge to take some salt for sprinkling on citrus desserts. I have expostulated with my butler, but he simply raises his eyebrows in silent disapproval and that is really worse than an intelligent argument. . . ."

Letters such as these receive individual attention. Mrs. Post advised the lady to choose the second alternative and told her male correspondent to run his home as he saw fit. Usually questions are answered either by printed slips made up to cover routine queries concerning weddings, funerals, christenings, table settings and the like or, if they don't fit precisely into any single category, by one of the two secretaries.

Frequently fans don't bother to write but simply look her up in the Manhattan phone directory, where she is listed under the name of Mrs. Price Post, and put their question straight to her, likely as not in the middle of the night. A Detroit businessman called long-distance a few weeks ago to find out whether his grandchild, expected in ten days' time, should be called Junior or the IIIrd, and from Washington shortly thereafter a group of nocturnal revelers telephoned to settle a bet as to whether a goblet should be held by the stem or the glass or both. Mrs. Post answers all such callers equably, making up the answers when she doesn't have a rule ready-made to fit the occasion. Years ago, when she was new at the game, she went to Tiffany's to find out about a particularly knotty problem in table setting. The clerk reached down under the counter and produced her book. Since then she has fended for herself.

She defines good manners

MRS. POST CLAIMS not to notice errors in the mechanics of etiquette, first of all because she cannot see properly, secondly because she is very absent-minded. But while a misplaced fork or faulty glass may escape her attention, bad manners, in the sense in which she understands and practices them, never do. Mrs. Post defines good manners as consideration of other people, in her words, "a sensitive awareness to the needs of others," and she has definite ideas on how this awareness can be acquired. Proper behavior stems from what Mrs. Post terms "early advantages," namely, the bringing up of children in a home where the parents are gentle-folk who treat each other nicely, talk of cultural things and politely but firmly file off the rough edges of human urges to conform with civilized behavior. Much more than *Etiquette*, she believes her book, *Children Are People*, solves the problem of manners by helping parents to teach their children how to behave from the time they first try to throw their bottle on the floor. In this way people grow up to meet the true test of a well-mannered person. As Mrs. Post

CONTINUED ON PAGE 66

The Ticonderoga Touch

So smooth, so easy on the hand! Write with one. Enjoy its steady performance. Ticonderoga means quickened daily output. Notice its locked-in plastic tip! This modern green plastic ferrule with double yellow bands holds the eraser firmly, securely. Your career line is a success line when your pencil line is...

**DIXON
TICONDEROGA**

Joseph Dixon Crucible Co., Dept. 43-15, Jersey City 3, N. J.
Canadian Plant: Dixon Pencil Co., Ltd., Newmarket, Ont.

Lasting Loveliness

4/5 actual size
Previously priced at \$10 to \$25

LAPEL PINS
By Krementz

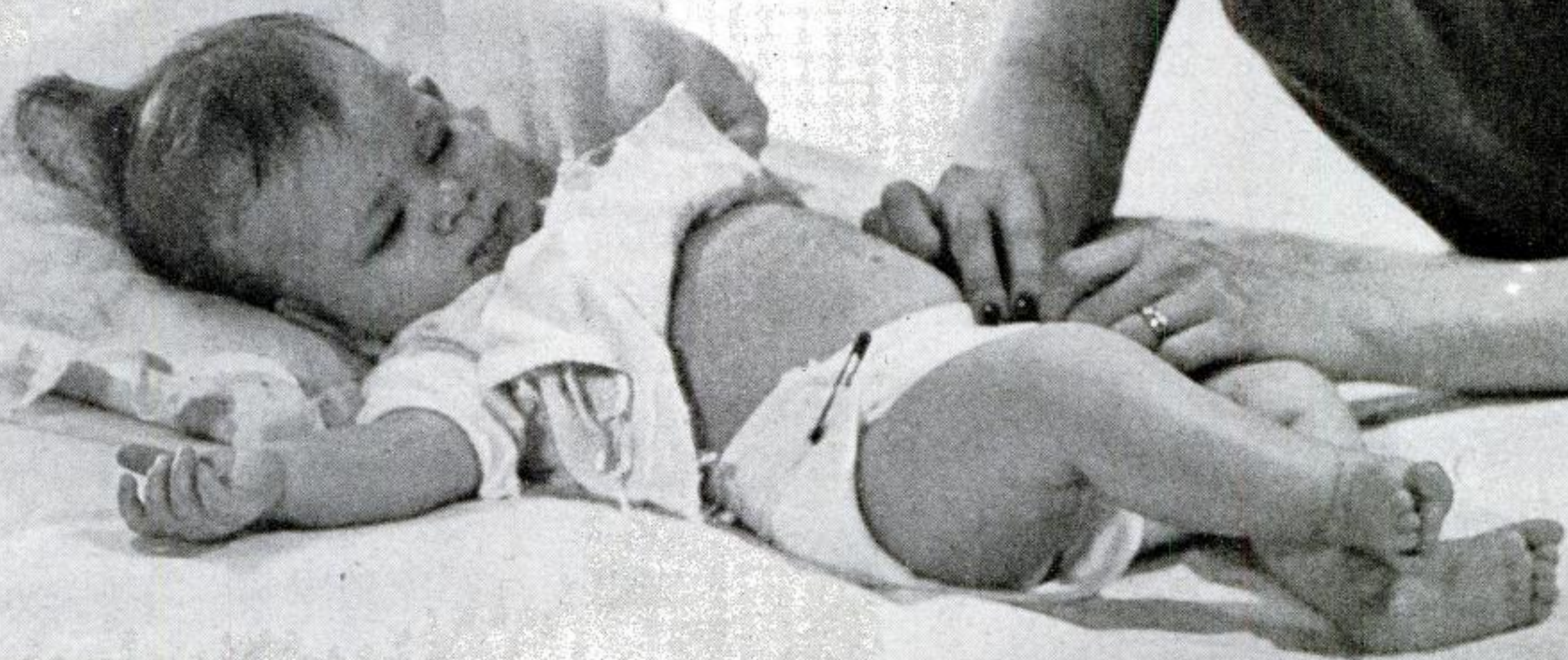
Charming flower designs in natural green and pink 14 Kt. gold overlay. Fine quality...rich and enduring...ideal for gifts.

Krementz
FINE QUALITY JEWELRY
since 1866

FOR LADIES: Bangle Bracelets • Earrings
Flexible Bracelets • Brooches
FOR MEN: Evening Jewelry • Cuff Links
Collar Holders • Tie Holders
Wherever fine jewelry is sold

Your baby's skin is thinner than yours

*that's why the softness of the
new Scottissue is important*



That "rose petal" skin really is thinner and more fragile than an adult's . . . That's why you have to keep him dry, why you have to rinse every trace of soap out of his diapers, why you have to watch out for chafing.

And it's why you should be extra careful in choosing his bathroom tissue.

WHAT TO LOOK FOR

In selecting his tissue you will want to avoid even the slightest harshness. You will look for "old linen" softness, for high absorbency, and sufficient strength to prevent tearing and shredding.

More mothers are finding this ideal combination of tissue qualities in Scott than in any other tissue.

Scottissue is perfectly balanced for use. Soft enough for comfort

. . . strong enough for thorough cleansing. Your baby will appreciate your providing Scottissue for his daily comfort. You will find it an important aid in training him when he is a little older. And in the big 1000-sheet roll, it is an economical tissue for the whole family.

Order Scottissue from your grocer today. More Scottissue is being made than ever before . . . and it's softer than ever!

New Scottissue is softer than ever



look

SHARP

You look **SHARP** because you get the best-looking shaves any man ever had!

feel

SHARP

You feel **SHARP** because Gillette Blue Blades give you the quickest, most refreshing shaves of your life!

be

SHARP

You are **SHARP** when you buy Gillette Blue Blades with the **SHARPEST** edges ever honed, because you get more shaves per blade and save money!

use

Gillette

Blue Blades

with the **SHARPEST** edges ever honed!

5 for 25¢



GILLETTE'S CAVALCADE OF SPORTS presents the major boxing event of the week every Friday night over American Broadcasting Company stations coast to coast
Gillette Safety Razor Company, Boston 6, Mass.

Copyright, 1946, by Gillette Safety Razor Company

EMILY POST CONTINUED

puts it, this is "the ability to meet instinctively the situation never before encountered." Recently Mrs. Post received a letter asking her advice on what to do about preventing a child from overhearing adult conversation. "After two or three cocktails," the reader explained, "our friends are apt to talk about things not suitable for my child's ears. What should I do about it?" Mrs. Post found this so shocking that she printed the letter without comment.

Mrs. Post's own record on bringing up children is good. Her older son, Ned, was, until recently, advertising manager of the Mack International Motor Truck Corporation and has a son of his own, Billy, a Navy engineering specialist, who in turn has his own son Bill. Her younger son, Bruce, died suddenly in 1927, in the midst of a successful career in architecture. He designed the co-operative apartment house on 79th Street which Mrs. Post organized with 17 other friends. Her own apartment is on the ninth floor, a pleasant blend of chintzes and murals, featuring large oil portraits of her ancestors, odd carvings and a liberal spattering of good Chinese furniture.

Many would-be etiquette authorities have tried to supplant Mrs. Post, or at least cut themselves in on the manners market. Margery Wilson, Mrs. Oliver Harriman, *Vogue* magazine and even Alice Leone Moats have all written books on the subject. The Chicago Tribune-New York News Syndicate features a daily behavior photograph under the signature of one Elinor Ames, a Hunter College graduate who switched from feature writing to etiquette, but whose real name and personal background are kept shrouded in mystery. Mrs. Post and her publishers find interesting parallels between Miss Ames's views on etiquette and Mrs. Post's, but Mrs. Post bears no grudge, preferring to be copied rather than to have people misinformed.

Why, at 72, Mrs. Post remains the unchallenged authority on manners is easily explained. First of all, her book is complete, a true encyclopedia of what to do in every situation, from "attracting attention, avoidance of," as the index has it, to "White House, etiquette at." More important, however, is Mrs. Post's philosophy. Manners are like primary colors, she says. There are certain rules, and once you have those you merely mix, i.e., adapt, them to meet changing situations. The rules are immutable but not altogether inflexible. For instance, in her 1946 edition of *Etiquette* published last month, Mrs. Post has abandoned her stand that no decent girl ever goes out unchaperoned, now even countenances the young lady's paying a share of the check. She has even retracted her edict in the last edition that "divorced persons should at all times treat each other as total and unspeaking strangers."

She still feels, however, that "dunking is but one step above eating with one's knife" and that "a gentleman who is a guest in a lady's house should not sit on the middle of his backbone with one ankle supported on the other knee, and both as high as his head. If too weak to sit up, he should stay at home."


As for primping in public, Mrs. Post has only this to say: "Today young women in theaters, restaurants and other public places are continually studying their reflection in little mirrors and patting their hair and powdering their noses, and perhaps we should be grateful that they do not take off shoes and stockings, sit in public places in their 'undies' or file their nails or use a toothbrush in public—as yet!"



HER TRADEMARK was this 1916 sketch by James Montgomery Flagg. She used it in her columns, ads, book jackets.

BETTER STARTS... BETTER PICK-UP... BETTER POWER-PULL...

"I'm Flying Horsepower for U.S. Cars!"

 The Flying Horsepower you get from New Mobilgas results from the same ingredients that gave the superior Fighting Power to our 100 Octane Aviation Gasoline



NEW Mobilgas

GIVES FLYING HORSEPOWER

Summerproof Service Protects it!



He works from scientific charts—protects every car part with quality products!

MAKE the most of Flying Horsepower—for better car performance than you've ever known! Summerproof your car—with NEW Mobiloil to make your engine cleaner, safer, smoother-running... with scientific Mobilubrication to protect radiator, gears, chassis—provide a special check-up of spark plugs, oil filter, battery, tires! Get all the pep your car can give—see your Mobilgas dealer! SOCONY-VACUUM OIL CO., INC., and Affiliates: Magnolia Petroleum Co., General Petroleum Corporation of California.

TUNE IN "INFORMATION PLEASE," MONDAY EVENINGS, 9:30 E.S.T., NBC



ALWAYS STOP AT THE SIGN
OF FRIENDLY SERVICE!

If you don't give a hoot

- Read this:

If you don't give a hoot about the technical points of tire construction . . . if all you're interested in is assurance that you're buying the best tire you can get . . . we simply say this to you:

For the last 31 years, American motorists have picked Goodyear

as America's best tire. Each year, it's been true that more people ride on Goodyear tires than on any other kind.

It's true today—and today's Goodyear is more than ever America's finest tire.



All-Weather—Supertwist—T. M.'s The Goodyear T. & R. Co.

GOO

MORE PEOPLE RIDE C

Copyrighted material

you do... *Read this!*

IF, on the other hand, you *are* technically minded and would like to dig into some of the things that make one tire differ from another, here are three or

four of the factual reasons why a Goodyear will, we honestly believe, give you *more* and *safer* miles than any other tire made:



1 No single part of a tire is more important than the cord. And Goodyear's low-stretch, patented Super-twist cord is different. It's pre-stretched—it is tighter-twisted, thinner, stronger. And it gives you *extra* mileage in *two* ways:



2 When rubber stretches, it naturally cuts easier, wears faster. And the carcass of any tire tends to stretch in use. Goodyear's pre-stretched cord prevents this—makes a Goodyear hold its shape—gives you many, many miles of *extra* wear.



3 Internal heat, caused by the flexing of the rubber and the cord, is a tire's worst enemy. It takes the "life" out of both rubber and cord. Goodyear's thinner, stronger cords generate *less* heat—mean thousands of *extra* miles to Goodyear users.



4 "Squeezing" more miles into a tire! Goodyear tires are now designed so that inflating them actually squeezes the tread together—makes it firmer, harder to cut, harder to wear down. This one Goodyear feature, all by itself, has meant thousands of *extra* miles for Goodyear owners.



SEE YOUR GOODYEAR DEALER

If he doesn't have your size at the moment, he will soon.

What's more, since his store is Tire Service Headquarters, he'll keep you rolling until your new Goodyears arrive.

And when you put new Goodyears

on your car, do it with complete confidence in the fact that as far as getting the utmost in tire safety, comfort, and mileage, there's nothing more that you can do. You've bought Goodyears. You've bought the best!

Two versions of the world's finest tire:
De Luxe Rib Tread
De Luxe All-Weather Tread



GOODYEAR

GOODYEAR TIRES THAN ON ANY OTHER KIND

DOCTORS PROVE

2 out of 3 women
can have

Lovelier Skin in 14 days



"I wanted to hide from my Mirror!"

says Mrs. Florence Johannes of Philadelphia, Pa. "I just couldn't stand the oily, coarse-looking, dingy complexion it showed me. Nothing I tried seemed to do much good, either!"

Then I tuned in

the Palmolive Plan! I heard how 36 doctors—leading skin specialists—had tested this Plan on 1285 women and proved it can bring a lovelier complexion to 2 out of 3 . . . in just 14 days.



"Here's all you do!—"

Wash your face with Palmolive Soap. Then, for 60 seconds, massage with Palmolive's soft, lovely lather. Rinse! Do this 3 times a day for 14 days. This cleansing massage brings your skin Palmolive's full beautifying effect. 14 days after I started this Plan, my complexion was much less oily—finer looking, fresher and brighter, too!"

You, too, may look for these skin improvements
in only 14 Days!

If you want a complexion the envy of every woman—the admiration of every man—start the 14-Day Palmolive Plan today! Remember, 36 doctors—leading skin specialists—tested this Plan on 1285 women of all ages, from fifteen to fifty, and with all types of skin. Dry! Oily! Normal! Young! Older! And 2 out of 3 of these women got noticeable complexion improvement in just 14 days! No matter what skin care they had used before! Do start this new Beauty Plan with Palmolive Soap . . . today!

Less Oily . . .
Smoother, Younger looking . . .
Less Coarse-looking . . .
Fewer Tiny Blemishes—
Less Incipient Blackheads . . .
Fresher . . .
Brighter, Clearer Color . . .

Palmolive comes in a New, Big Bath Size, too! Try it—for tub or shower. It's solid. Thrifty. Long lasting.



DOCTORS PROVE
PALMOLIVE'S
BEAUTY RESULTS!



DON'T WASTE SOAP!
It uses scarce materials.





DANNY KAYE RECEIVES A PUNCH IN THE BREADBASKET FROM MIDDLEWEIGHT CHAMPION SPEED McFARLANE (STEVE COCHRAN) DURING THEIR CHAMPIONSHIP BOUT

THE KID FROM BROOKLYN

Danny Kaye saves musical comedy

The Kid from Brooklyn is Danny Kaye's third major movie and made in the pattern of the others. In *Up in Arms* Kaye was a mousy draftee. In *Wonder Man* he was a frightened scholar involved in murder. In *The Kid from Brooklyn* he plays Burleigh Sullivan, a Milquetoast milkman who accidentally knocks out a boxing champion and becomes a prizefighter in spite of the fact that he has hardly the strength to lick a postage stamp.

The Kid from Brooklyn, which is produced by Samuel Goldwyn, does little for Danny Kaye. Its story is familiar, its music so-so, its production

overblown. But Danny Kaye does a great deal for *The Kid from Brooklyn*, lifting it to a high plane of amusement by his immense talent for inducing laughter.

He sings, screams, dances, hiccoughs, wiggles his hips and pops his eyes. When Kaye is dancing around the ring like a nervous squirrel or trying to put on boxing gloves without assistance, he is as funny as any funnyman in the business. Gifted with the face of a mad ballet master and an unequalled talent for tongue twisting, at 33 Danny already ranks with the great clowns of his time.

Mansfield Jogs



FOR FAST FOOTWORK!
Everything your feet could want . . . zing . . . oomph . . . and it! Roll-along balloon bottoms for fast traveling! On-the-beam styled! . . . in ruddy veal with sandy bukhide! Get going in Jogs today! Mansfield Shoes, Whitman, Mass.

\$750
Prices slightly higher in West.

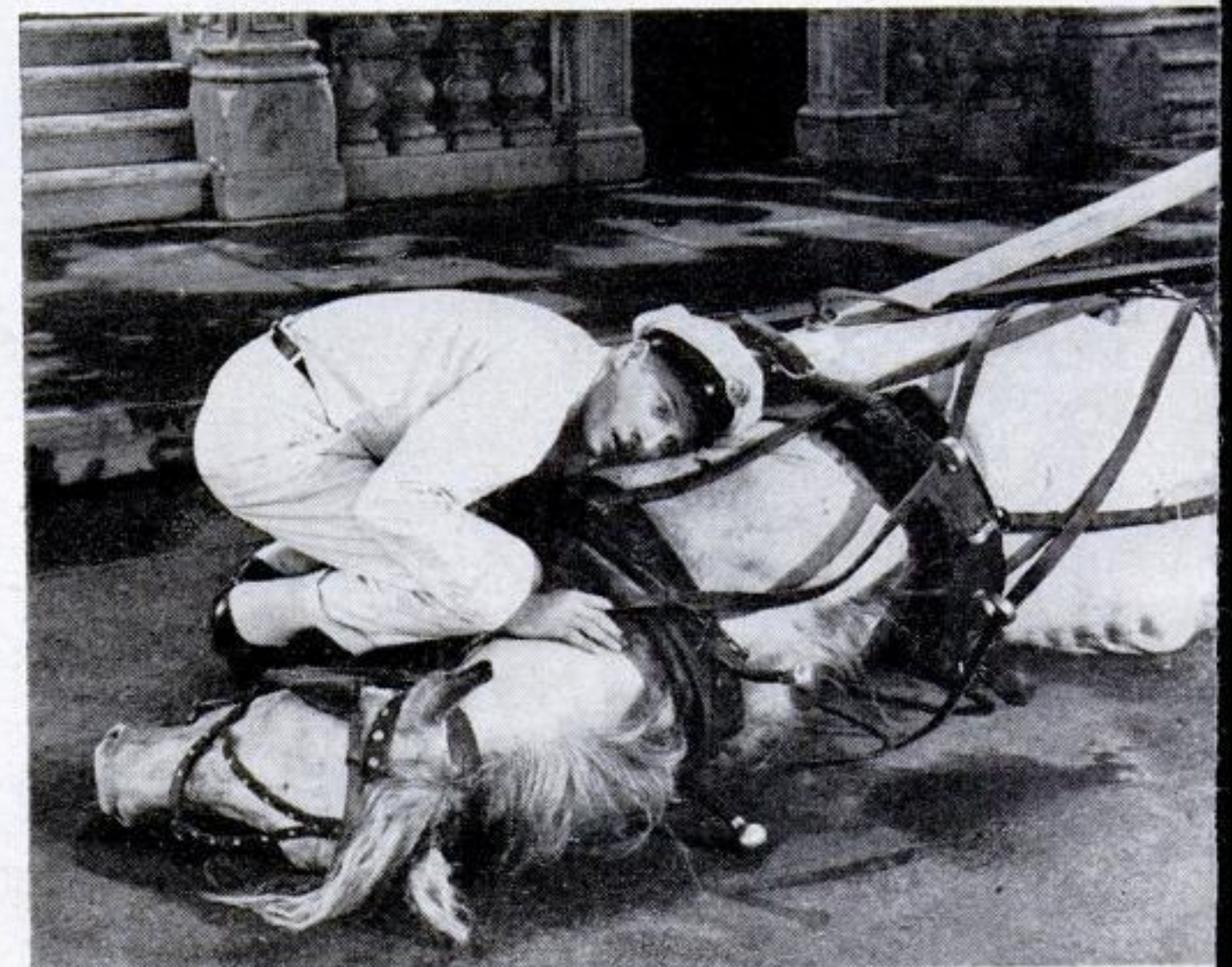
Mansfield Jogs



THE GOLDWYN GIRLS OPEN THE MOVIE BY SERENADING DAIRY COWS.



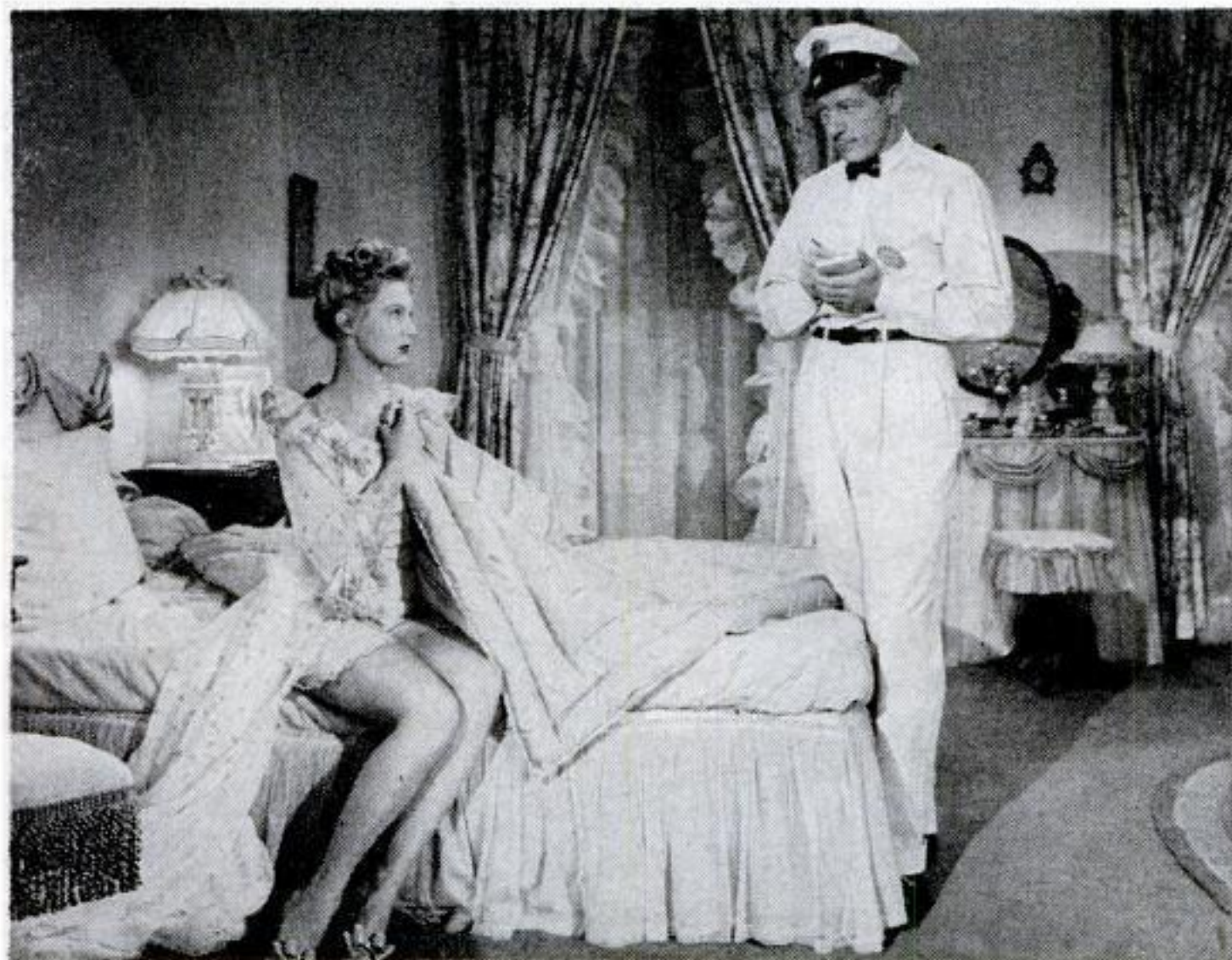
SUNFLOWER COWS are happy. But milk sales are low, chiefly because of milkmen like Burleigh Sullivan (Danny Kaye), who has a Brooklyn route.



BURLEIGH'S HORSE FAINTS. Her name is Agnes and she is pregnant. Anguished, he rouses sleeping Brooklynites in effort to summon assistance.



COWS BELONG TO SUNFLOWER DAIRIES FOR WHICH DANNY KAYE WORKS



BURLEIGH MEETS HIS GIRL (Virginia Mayo) when he breaks in, telephones for help for his horse. He sells her some milk and quickly falls in love.



BURLEIGH FALLS into the hands of gum-chewing Promoter Gabby Sloan (Walter Abel, left) after accidentally knocking out his champion middleweight.

CONTINUED ON NEXT PAGE

Reliance YANK Jr.

CLOTHES FOR BOYS
OF ALL AGES



Illustrated: Jump-
eralls—ages 2 to 8.
Sport Shirts—ages
6 to 16.

 SMART!

WASHABLE! 

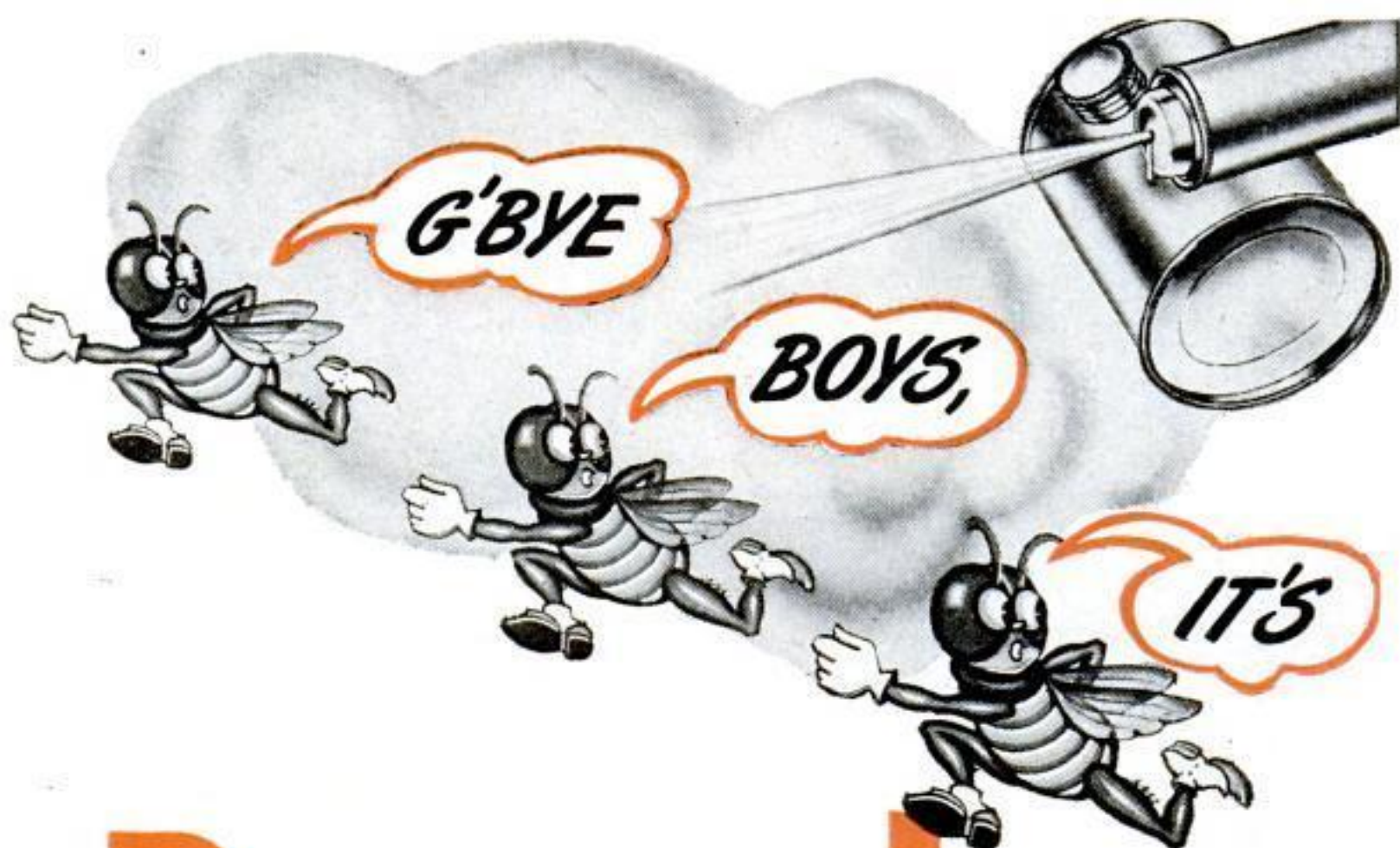
 RUGGED!

Here's boys' wear made for dad and mom too! —to ease the strain on dad's pocketbook, and to help cut down mother's mending and washing. Well-styled shirts, slacks, sport shirts and jump-eralls in a variety of colors and fabrics. Roomy cut, washable, long wearing! "Rely on Reliance" and you get America's top values—sensibly priced at leading stores everywhere. Quantities, however, are still limited. Reliance Manufacturing Co., 212 West Monroe Street, Chicago 6; 200 Fifth Avenue, New York 10.

Look for
this Label

Other Reliance Quality Garments
AYWON Dress Shirts and Shorts
BIG YANK Work Clothes
ENSENADA Sportswear





Bug-a-boo

with and without D. D. T.

**kills all 9
major pests**

● Spray those pests away for good — with Bug-a-boo! This super-insect spray, with and without D.D.T.—far exceeds U. S. Government standards for an AA Grade insecticide. Even kills roaches and moth larvae!

Yet Bug-a-boo won't harm humans, won't damage home furnishings, when used as directed. And it's pine-scented—and so pleasant to use.

For long-lasting protection from pests, you may prefer the new Bug-a-boo with 3% D.D.T. It contains Bug-a-boo's time-tested, insect-killing ingredients, plus all the D.D.T. that's required for effective residual deposit, and the full amount considered justified for home uses.

Caution: Use Bug-a-boo with D.D.T. carefully, according to the directions.

KILLS
FLIES • ANTS
MOTHS • ROACHES
MOSQUITOES
BEDBUGS
SILVERFISH
WATERBUGS
FLEAS



● AVAILABLE WITH AND WITHOUT D.D.T.

Buy Bug-a-boo at your favorite store or dealer



THE SIGN THE NATION KNOWS

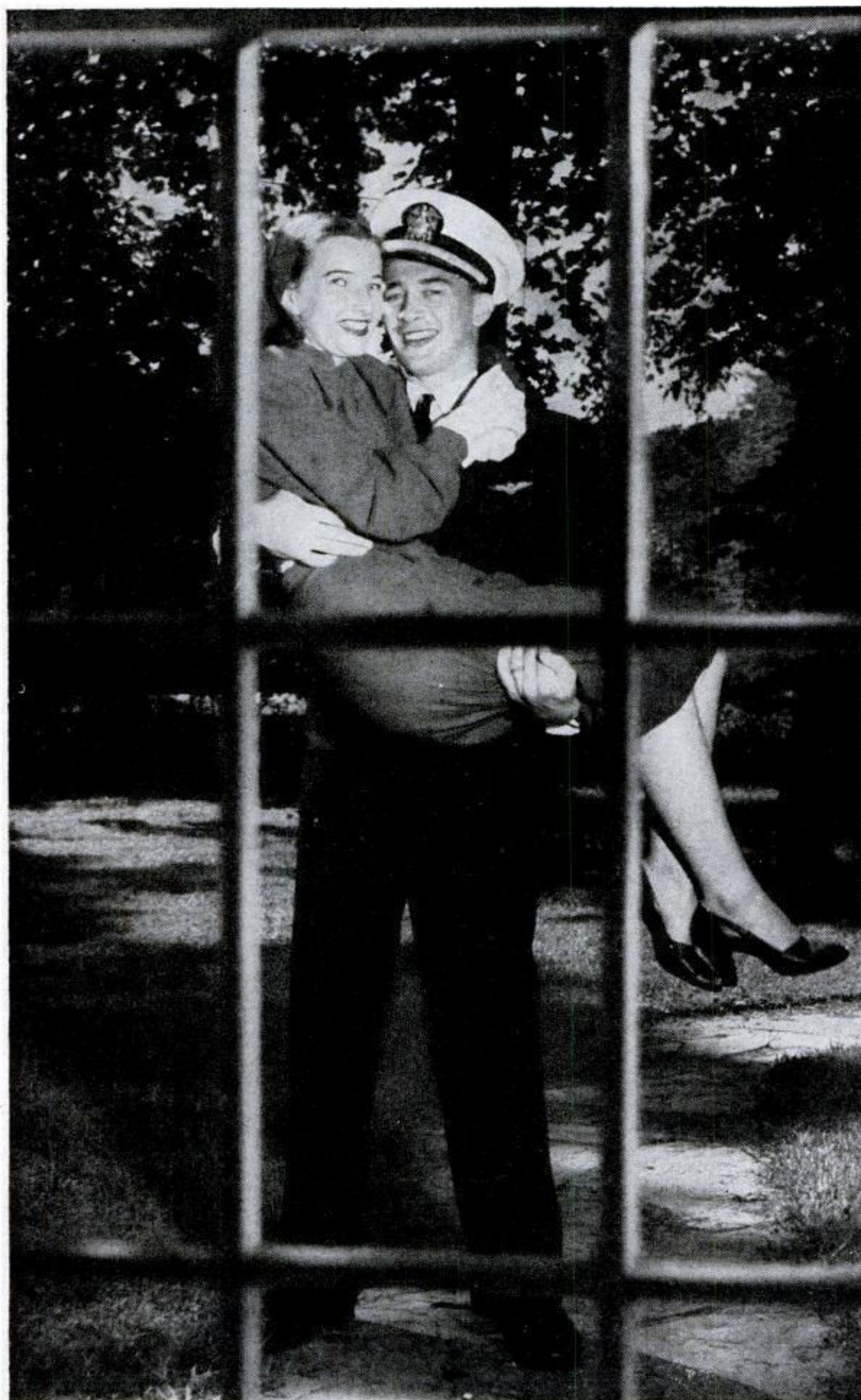
"The Kid from Brooklyn" CONTINUED



TRIUMPHANT BURLEIGH returns from a tour of fixed fights. He defeats the champion by a fluke, marries his girl, retires to the milk business.



DANCING STAR of movie is Vera-Ellen who went to Hollywood via Broadway, is greatly successful. She plays Burleigh's sister, a nightclub entertainer



OVER THE THRESHOLD!

Lt. (j.g.) Warren J. Moore, USN, carrying his brand new bride
—lovely Edna Russell, former New York deb

Cupid's Eye View

OF ANOTHER WOODBURY DEB



Their courtship time schedule:

Dated for two weeks in Miami where they met.
Warren overseas for eight months.
On his return they flew to Arizona to meet his family.
2 months later—married in New York!



Yes, Cupid works fast when a girl has a dreamy-smooth Woodbury Soap complexion like Edna's... soft and velvety as the petals of the roses and violets in her bridal bouquet.

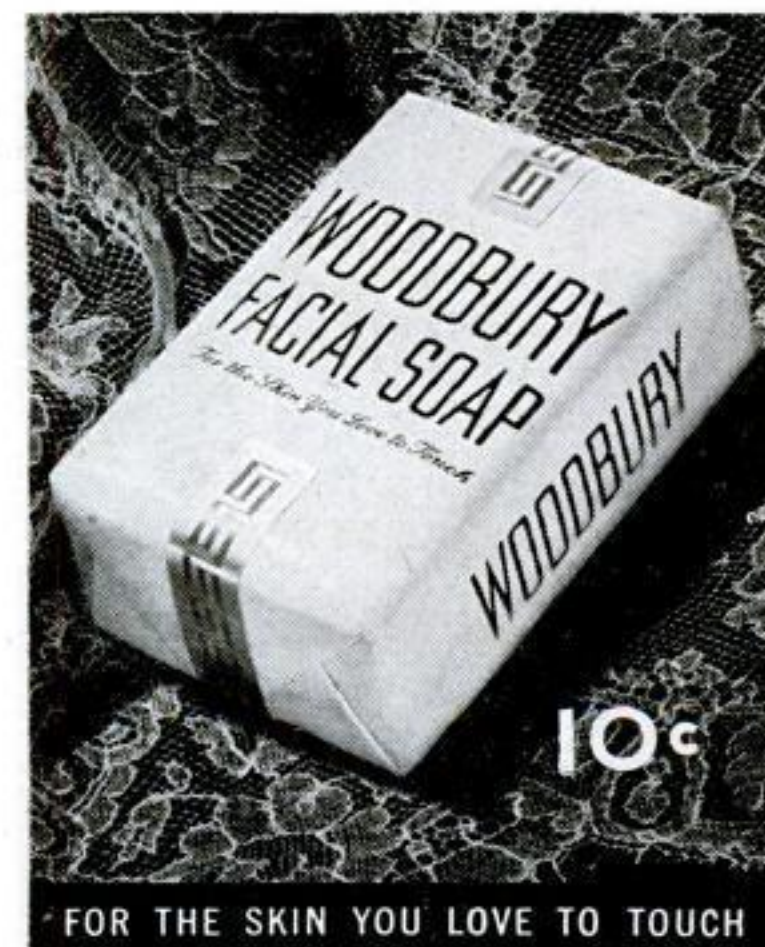


"It's wonderful what a Woodbury Facial Cocktail always does for my skin," she says. "That lovely lathery massage, then the clear warm rinse and cold. My skin always feels softer. Looks nicer, too."



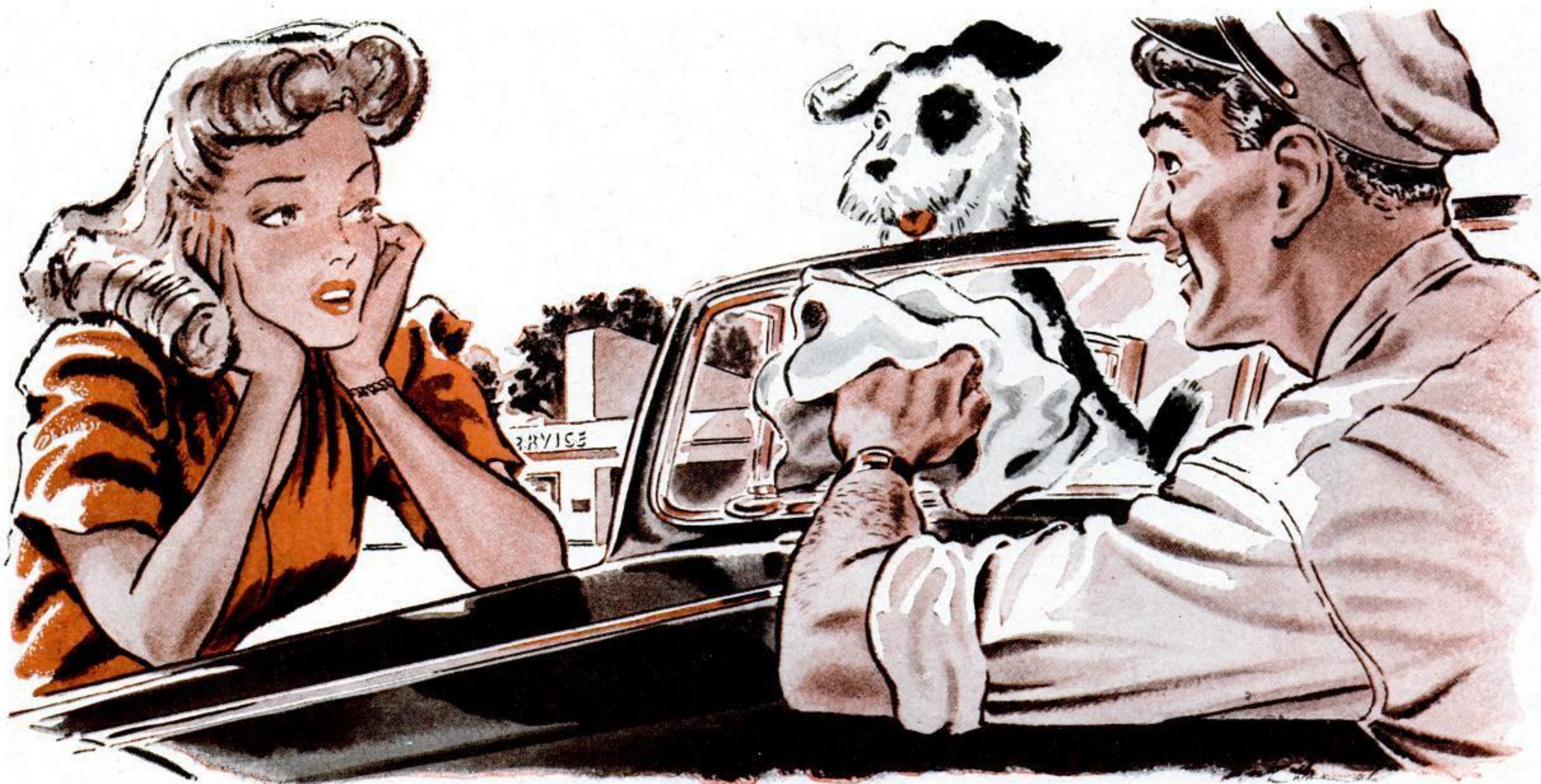
A flying honeymoon for the air-minded bride and groom. "When I've been out in wind and weather, my skin just begs for gentle cleansing. So I'll always adore Woodbury

Soap," she says. "It's so mild." Yes, Edna... Woodbury contains a special costly ingredient just for extra mildness. And to keep your skin so bright and enticing.



FOR THE SKIN YOU LOVE TO TOUCH

Wonderful Woodbury—it's wonderful! A true skin soap made by skin scientists in cake form only. Try Edna's Woodbury Facial Cocktail for a more romantic complexion!



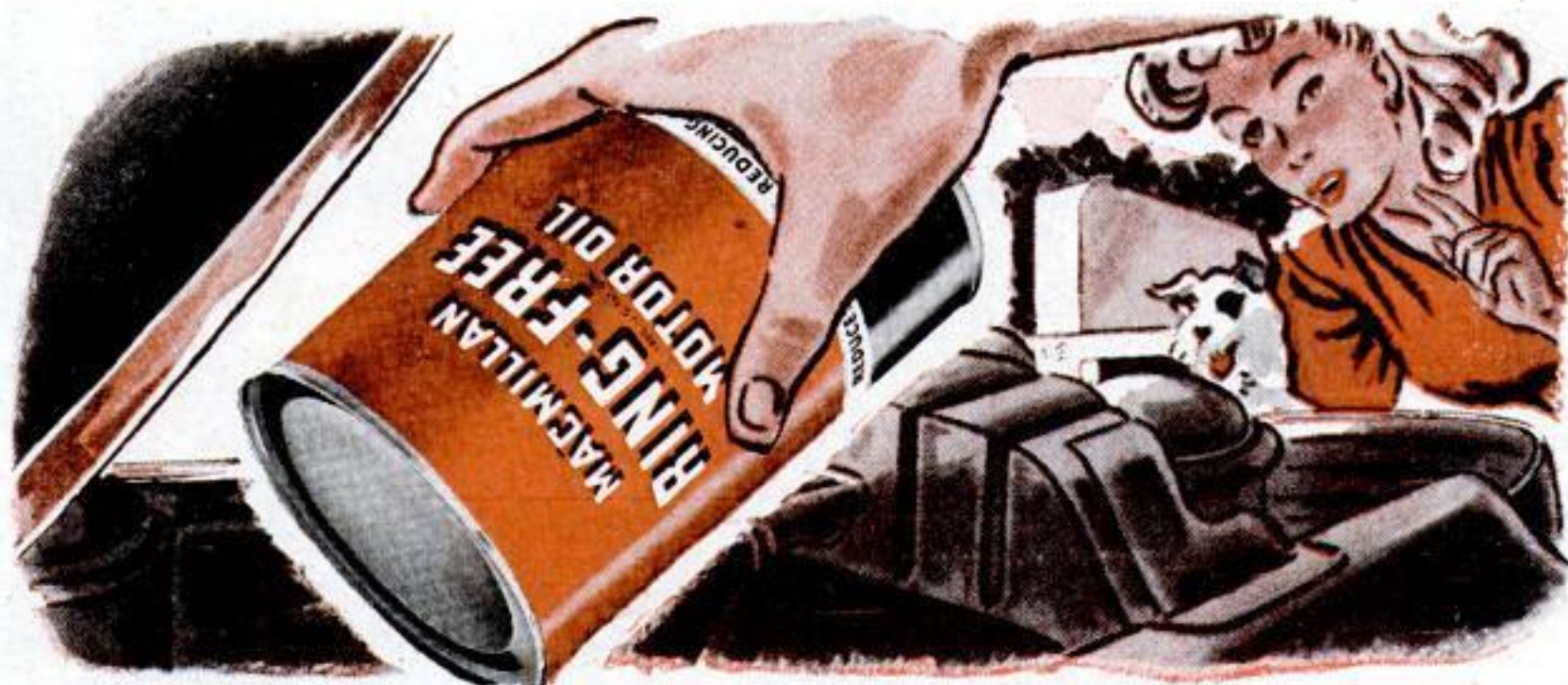
Ask for the Independent

DEALER'S CHOICE

1. HE'S YOUR MAN! The independent expert! Knows cars like the inside of his pocket. What oil does *he* use in *his* car? Well, 3 out of 5 of these experts* say: "I use Macmillan." That's experience talking!



2. SMART PICKINGS! These independents, who have 800 brands to choose from, give the big nod to Macmillan Ring-Free. Why? It *cleans* as it *lubricates*, and there's nothing quite like it to help keep motors running smooth and sweet. Why? The exclusive Macmillan refining process!



3. TAKE A LOOK around your neighborhood. Spot yourself a Macmillan sign. And when it's time to drain and refill your crankcase, make it Macmillan. Or add a quart as you need it...even a little makes a difference in wear, repair and upkeep!

Important to new car owners! New motors are tight—they run hot. This demands oil that penetrates, resists heat, and *clings* to new metals. That's Macmillan Ring-Free!

Throughout the nation **3 out of 5** of these dealers* say—

"I USE MACMILLAN IN MY CAR!"

*Thousands of independent dealers who sell Macmillan and more than 800 other brands of oil.

lanta. "Personally, I think it's the best motor oil I've sold during the sixteen years I've been in this business."

Harold Cochran

Dallas. "I sell eight brands of oil, but I use only Macmillan in my own car. How the customers go for it!"

Leroy Yancy

Matawan. "First, I told my customers. Now they're telling me, how Macmillan saves wear and repair."

H. J. Stillwell

Chicago. "Even buyers of 'cut-rate' oil are switching to Macmillan—finding it pays to use the best."

Boston. "I want my customers to have the best. That's why I'm one of the '3 out of 5.' Pays all round."

A. J. Oliver

Brooklyn. "Demand for Macmillan shatters all records! Naturally, I'm using the '3 out of 5' plan."

Bennie Bishon

New Orleans. "I want to give my customers the best, so I recommend Macmillan. I use it myself."

Marty Frank

Pawtucket. "Sales are up 80%. Customers are satisfied 100%. I'm sold a thousand per cent on Macmillan Oil." **A. B. Barnett**

Phoenix. "When you run a local stand you've got to give satisfaction. That's."

Mobile. "New customers come to buy it and old ones keep coming back. We find there is an excellent demand for Ring-Free."

Marguerite Harold

Kingston. "I use Macmillan. I'm calling it."

Louisville. "I run a neighborhood business. It pays me to satisfy my trade. And Macmillan really does it." **W. H. Arnett**


Wichita. "I'm on the '3 out of 5' bandwagon. It pays. My oil business is booming."

Frank Cannan

Selma. "Macmillan Oil is really stealing the show round these parts. Motorists praise it to the skies."

L. Gurkin

Denver. "I use it for my customers. They like it. They keep coming back."




St. Louis. "My oil business is not only bigger—it's solid, since I joined the '3 out of 5'."

Frank J. Webb

When I sell Mac-
moran, I get satisfaction.
Repeat business proves it!"

L. C. Buzzard



CALIF.


Los Angeles. "I can use any I choose from my own stock. I use Macmillan...and so do my steadiest customers!"

J. E. Daniels



Seattle. "Macmillan sales are booming. My business is booming too—thanks to the '3 out of 5' plan."

Don D. Blouch



ORE.

Portland. "It really pays off to tell my customers. They tell their friends. It's like a snowball!"

Bennie J. Wood

Cleveland. "Just like three out of five other Macmillan dealers, I find it brings home the bacon!"

R. C. McDonough

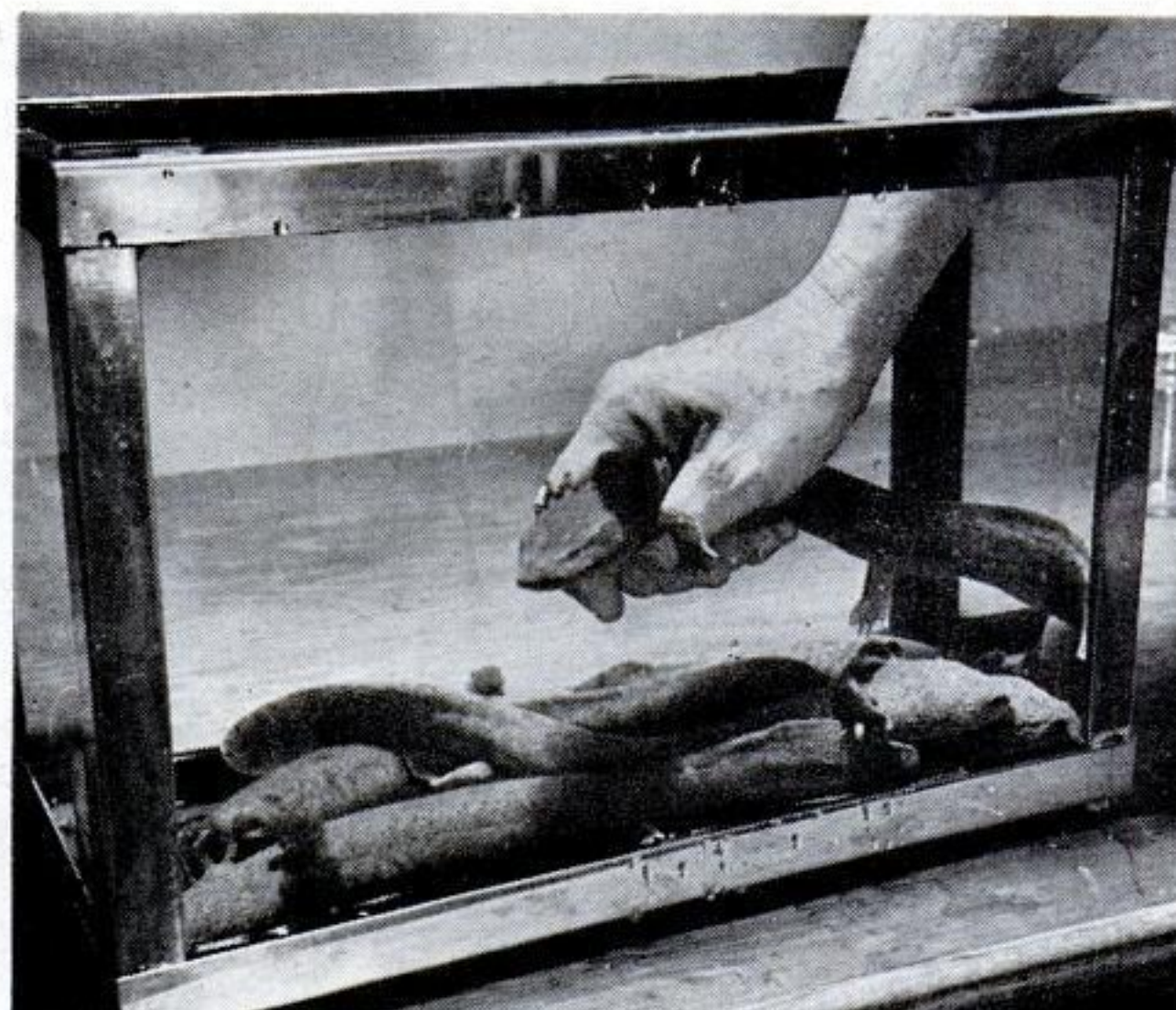
St. Louis. "My oil business is not only bigger—it's solid, since I joined the '3 out of 5'."

Frank J. Webb

Los Angeles. "I can use any I choose from my own stock. I use Macmillan...and so do my steadiest customers!" **J. E. Daniels**



HALF EATEN AWAY, mud puppy will soon look like the specimen in color on opposite page. Solution of pepsin in jar dissolves body tissue, leaves plastic network of blood system intact.

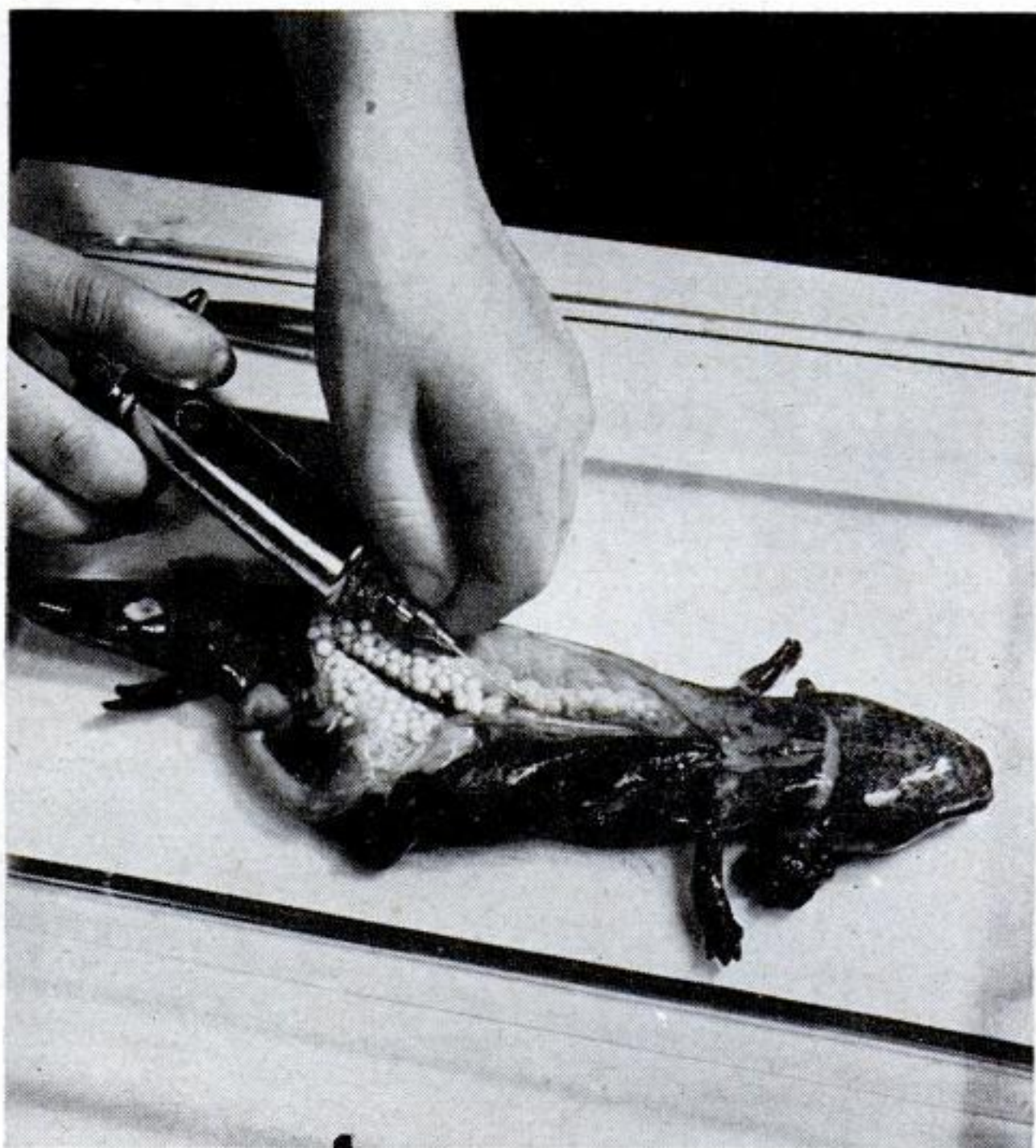


MUD PUPPY is taken from tank. Mud puppy is a salamander which spends most of its life sluggishly in mud on bottom of streams and lakes.

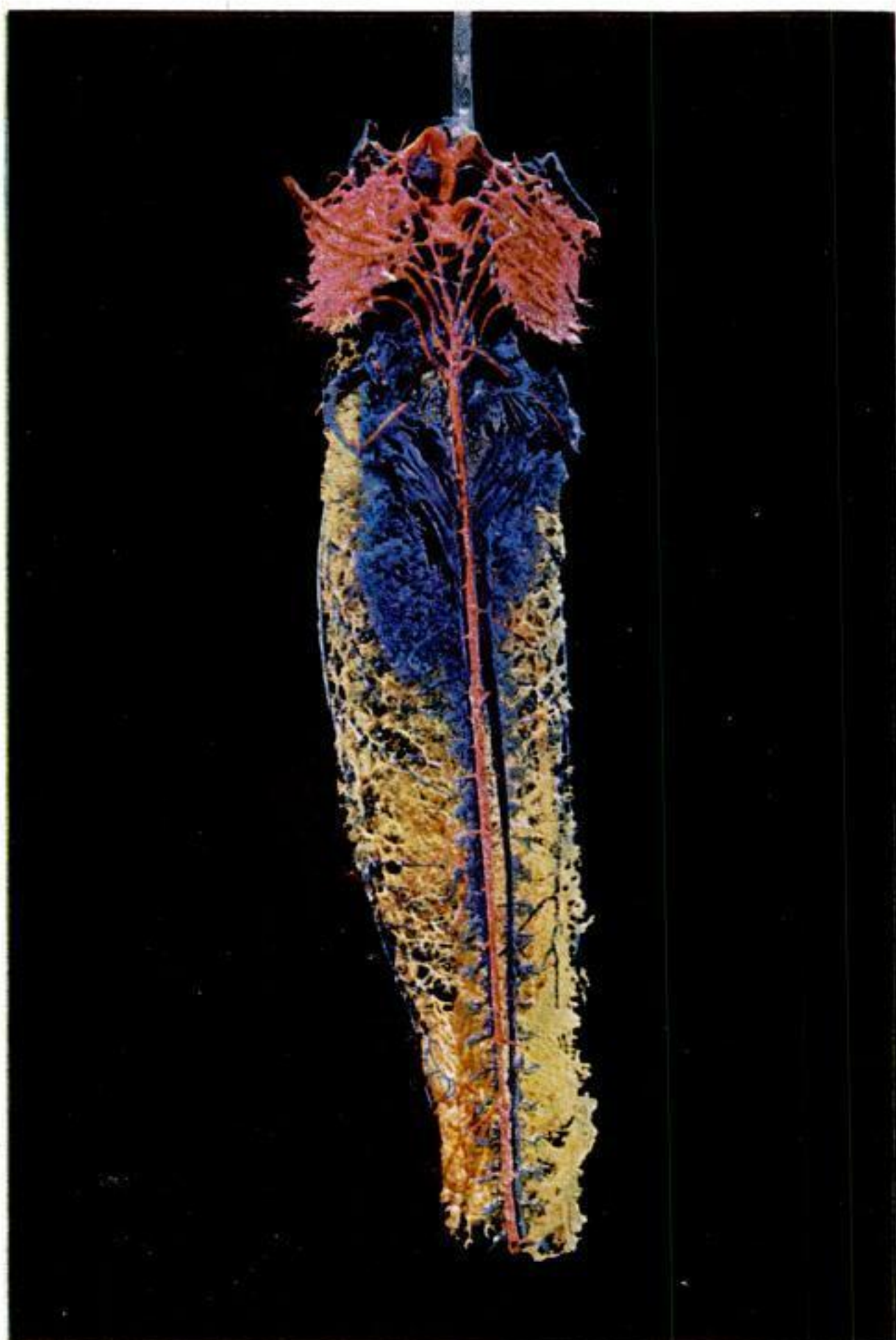
CIRCULATORY SYSTEMS

Blood network is cast in colored plastic

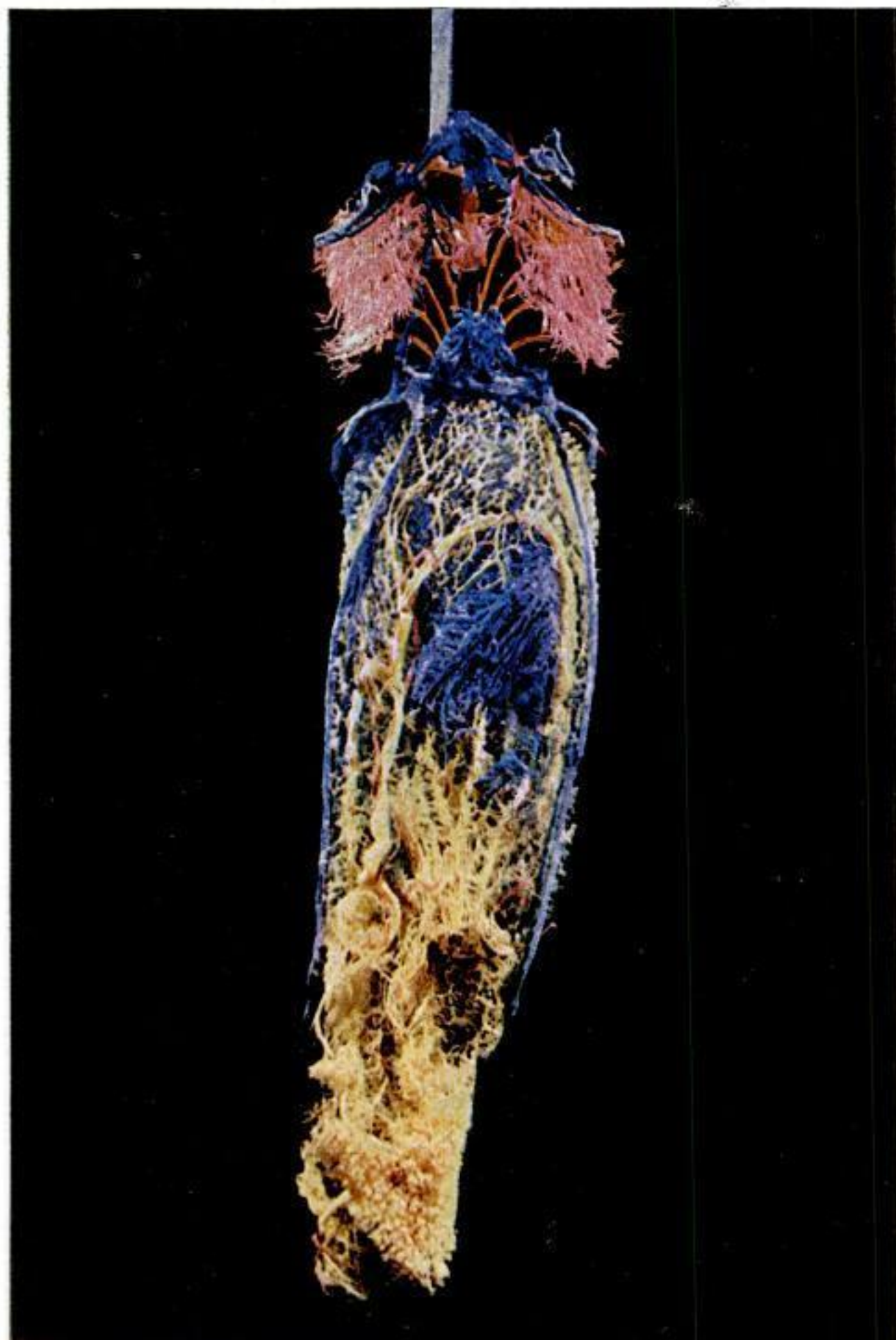
When students in anatomy classes begin to learn the techniques of dissecting animals, they usually find themselves cutting through or overlooking the parts they want to study. The intricate traceries of color on the following pages have been prepared as a help to students and a guide to blood systems of small laboratory animals. They are skeletal replicas, done in colored plastic, of circulatory systems. In making them, liquid plastic is injected into the veins and arteries of newly killed specimens. Blue plastic is used for the veins; red for the arteries. After the plastic has hardened the animal may be dipped in caustic solution as in picture at left or allowed to rot away naturally. This leaves only the colored network and some parts of the bony skeleton. Sometimes yellow plastic is injected to outline important organic differences. These specimens were prepared by Ward's Natural Science Establishment of Rochester, N. Y., which sells both ready-made models and plastic with which anatomy students can prepare their own specimens.



PLASTIC IS INJECTED into the main artery of the mud puppy, where it spreads through arterial system. In lower belly is mass of eggs.



DOGFISH, BACK VIEW, has bright-red, feathery gills where blood is aerated. Blue masses below are its heart and sinuses. Liver is yellow.



DOGFISH, BELLY VIEW, shows red gills more clearly, blue knot of heart just below, detail of the large yellow liver system and intestines.

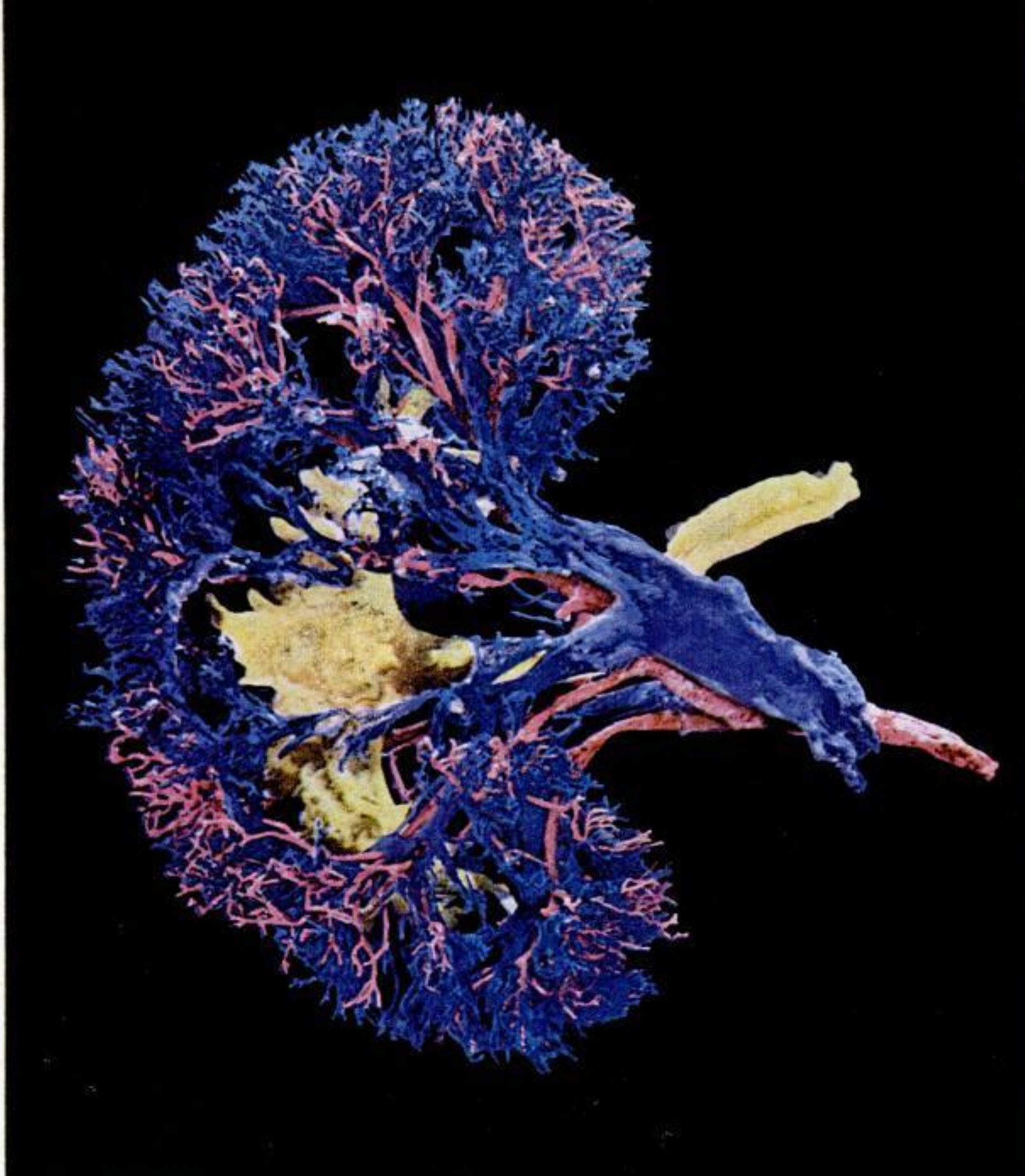


MUD PUPPY looks like this after process (*opposite page*) is completed. It breathes through the red gills in its neck either on land or in water. Most of the blue network in belly is liver.

CONTINUED ON NEXT PAGE



CAT'S HEART AND LUNGS are shown with all the air passages in yellow, windpipe at top. The central blue and red masses are chambers of heart.



SHEEP'S KIDNEY has incoming blood in red, outgoing in blue. Waste in blood is removed in outer fringes, passes from there to yellow sac in middle. Yellow represents urine.



FOUR SMALL CREATURES are (left to right) pig embryo, pigeon, rat and turtle. Large blue masses are

livers. The loose end in front of the pig embryo's liver is umbilical artery. Pigeon's voice box is well-defined

blue structure under beak. Red mass above rat's liver is heart. Turtle has yellow plastic in kidney system.

Who Wouldn't!

Do you want to get 25 to 30 miles on a gallon of gasoline at moderate highway speed—and up to 600 miles on a tankful?... Certainly you do—who wouldn't?

Well, you can have that today in the new Nash "600."

And do you want this economy in a bigger car—with wider seats? A car offering a convertible bed for overnight use? A car that handles easier, and rides like velvet—with coil springing on *all* four wheels? *Naturally* you do—who wouldn't?

Well, that's all yours today in a Nash "600."

And how would you like to have a Conditioned Air System? Filtered fresh air the year 'round, without dust or chilly drafts or stuffiness? Warmth, automatically controlled, that means freedom

from the bulk of heavy winter coats?...

Well, you can have that, too, and many other revolutionary developments—

Not in a high-priced car...

And not next year...

But in this beautiful low-priced Nash your dealer has today!

And if you wonder, as you drive it, how *any* car can feel so lightning-swift and free, or float so silently on any road, the answer is this. Unlike other cars, the Nash "600" has no separate body and frame, bolted together. Instead, it's a

single super-strong unit of welded steel that's some five hundred pounds lighter and free of body squeaks and rattles.

You must see it, *drive* it, to really realize how far into the future Nash engineering takes you *today*. Your dealer has the Nash "600" and the equally sensational Nash Ambassador.

. . .

♪ Tune in the Nash Musical Hit—David Rose and his Orchestra with Curt Massey. Wednesdays 10:30 p. m., Eastern Daylight Time. Columbia Broadcasting System

NASH MOTORS—Division of Nash-Kelvinator Corporation, Detroit, Michigan

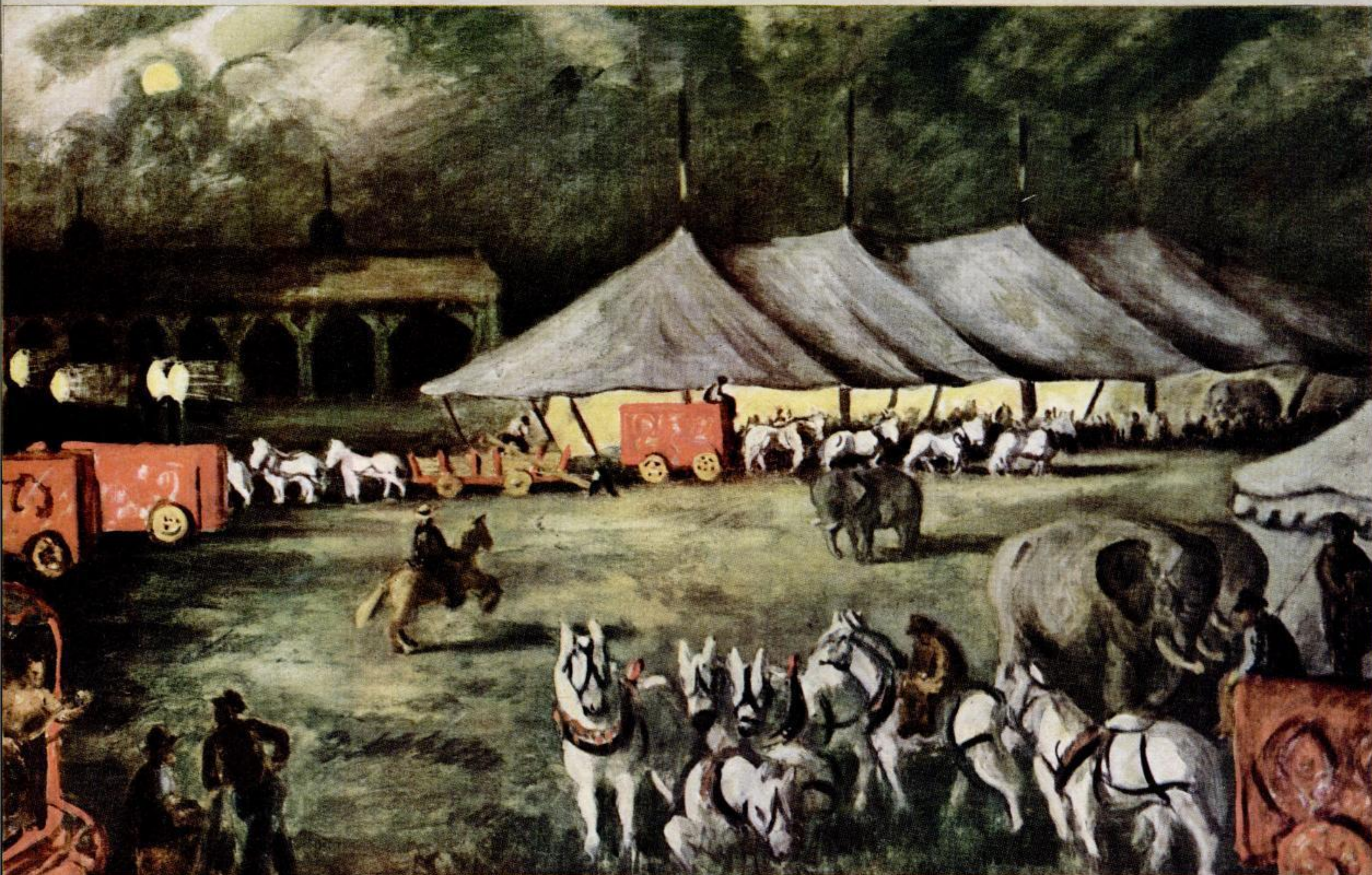
YOU'LL BE AHEAD WITH *Nash*





PART OF THE AMERICAN SCENE

Circus at the Fair Grounds



"After the Show"—by Waldo Peirce—from the permanent collection of the Whitney Museum. Other works by this famous American artist hang in the Metropolitan Museum, the Pennsylvania Academy of Fine Arts, the Brooklyn Museum, and other great collections.

and it's **MAXWELL HOUSE** wherever you go

"The Circus is Coming to Town!"—magic words that have electrified the air in quiet American towns and villages, year after year! And, like the gala event they herald, Maxwell House Coffee, too, has become part of the American Scene.

Here in this nation of coffee lovers, Maxwell House has been making loyal friends for generations . . . until today the flavor richness of this

Tune in... Maxwell House Coffee Time... starring George Burns and Gracie Allen, NBC, Thursday night

famous blend is enjoyed by more people than any other brand of coffee in America!

Choice Latin-American coffees are expertly blended to give Maxwell House that *mellowness . . . vigor . . . richness . . . full body!* "Radiant Roasting" develops the *extra* flavor goodness—in full. No wonder—North, South, East, or West—it's Maxwell House wherever you go!

GOOD TO THE LAST DROP!

No wonder it's bought and enjoyed by more people than any other brand of coffee in America!



A Product of General Foods

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OUTSIDE THE GLASS WALL OF LIVING ROOM (RIGHT) IS A TERRACE SHADED BY ROOF OVERHANG. IN BACKGROUND IS BARBECUE WITH REFRIGERATOR, GRILL

DREAM HOUSE

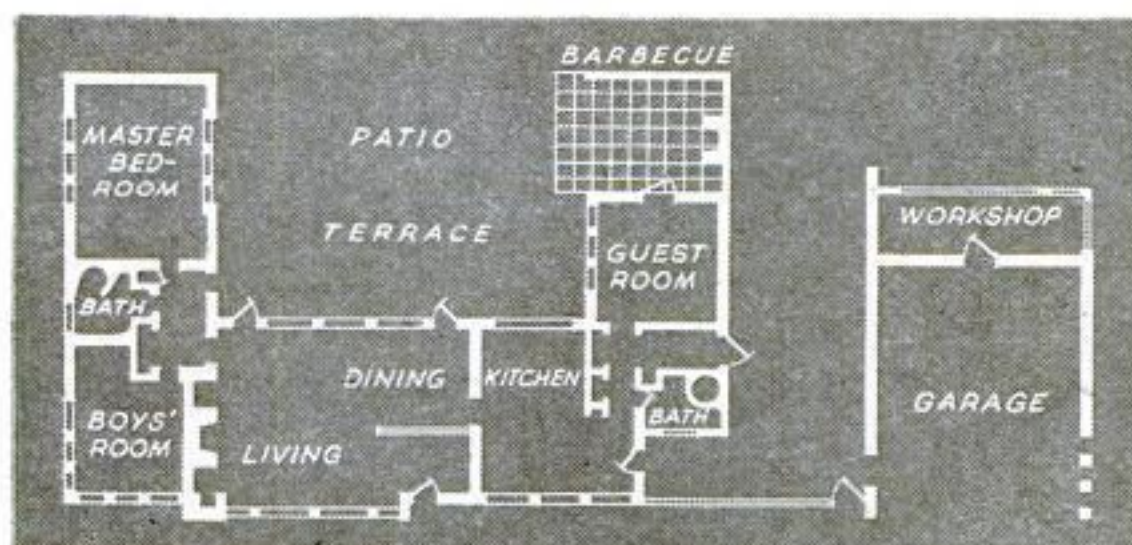
LOS ANGELES BUILDER GIVES PREVIEW OF ALL THINGS AMERICANS MAY SOMEDAY HAVE IN THEIR HOMES

Standing on a busy corner of Wilshire Boulevard in Los Angeles is a new five-room house with pleasant redwood walls and a shiny aluminum roof. Inside it is the fulfillment of all the fondest imaginings of every hard-working housewife and gadget-loving husband. Constructed as an experiment by Fritz B. Burns, a Los Angeles builder, it has an electronic dust eliminator, a household intercommunication system, a home recorder, five remote-control loudspeakers, dozens of push buttons, neon-lighted closets, germicidal lamps, sound-absorbent ceilings, toilets which flush automatically and an electric toothbrush. Tpothbrush, made of rubber, is vibrated by electricity, thus saving the user the trouble of brushing.

Since the house was opened in March, 40,000 people have tramped through it, fingered the gadgets, gaped at its modern architecture. In the next two years 1,000,000 more visitors are expected. From their comments, which are noted by the guides, Burns expects

to get a cross section of opinion about the kinds of architecture and household gadgets people want in their new homes. So far most of Mr. Burns's visitors have liked almost everything they have seen.

Designed for a hypothetical family composed of father, mother and two teen-age sons, the house is built in a big U about a central patio (see diagram left). It has three bedrooms, two baths and is air-conditioned. To build it cost Burns a staggering \$75,000. Although most of this can be charged off to the fact that many of the gadgets are expensive, handmade models of devices which would be much cheaper on the mass market, the house does little to solve the basic problem of home building: the development of more efficient building techniques and cheaper building materials. It is nevertheless the first comprehensive preview of the luxury and convenience which homeowners may have when this basic problem is solved. As such it is a fascinating house.



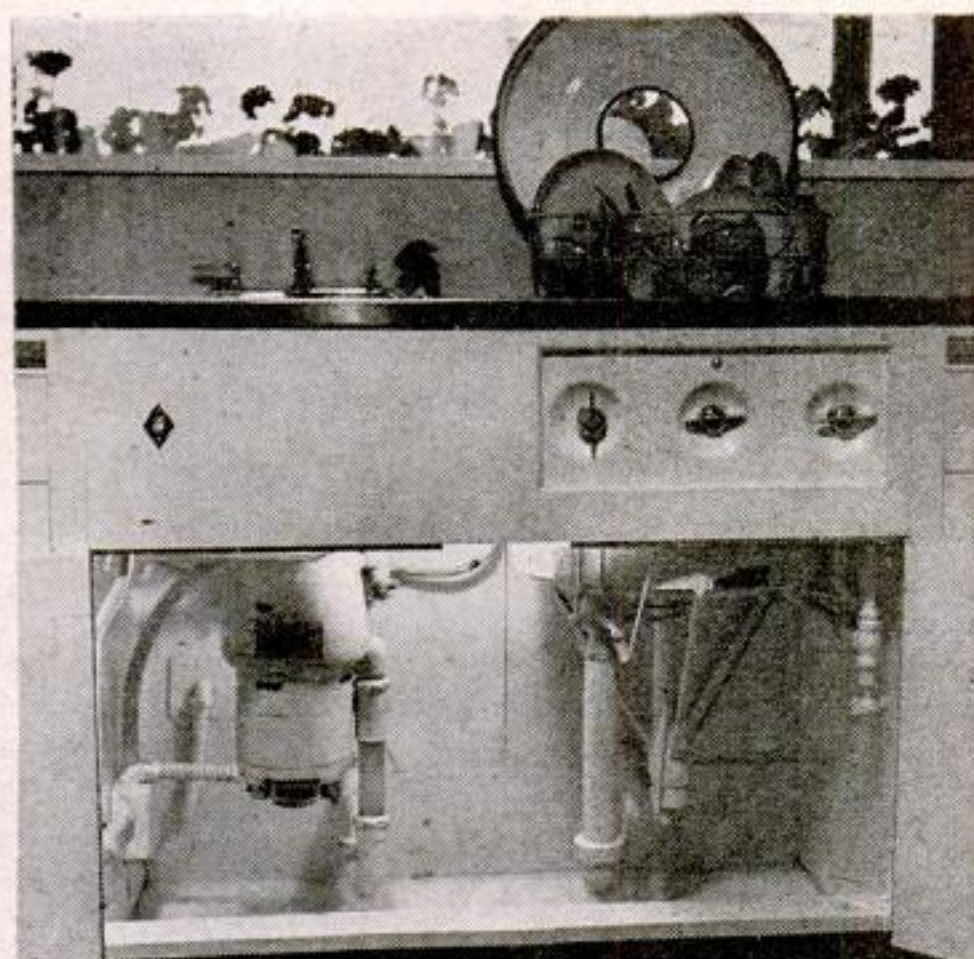
PLAN OF HOUSE shows rooms grouped around patio. Guest room is in wing by itself for privacy. Workshop is behind garage.

KITCHEN IS MECHANICAL CENTER FOR THE WHOLE HOUSE

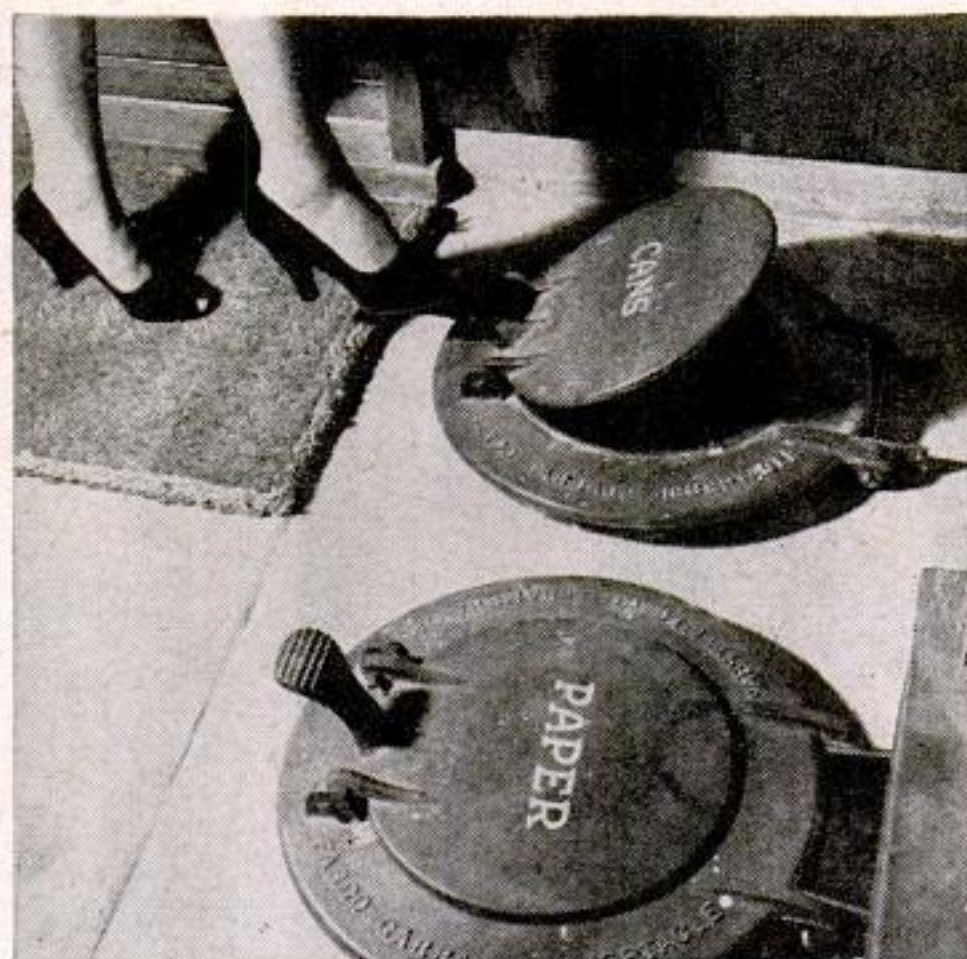
The kitchen of the Burns house is a big, highly mechanized household factory. Scientifically lighted, artificially ventilated and sound absorbent, it is equipped with 2,000 pounds of machinery to make cooking and housework easy. Along one wall is the four-burner gas stove flanked by cupboards and counter tops for food preparation. In front of the big plate-glass window (right) is the clean-up area equipped with garbage-disposal unit and hydraulic dishwasher. Next to this is a waist-high drawer-type refrigerator. It replaces the deep shelves and the single big door of the conven-

tional refrigerator with four refrigerated drawers, each holding a different kind of food, which may be pulled out one at a time. Along wall opposite the window is a complete laundry with washer, drier, ironer. There is also a sewing machine.

Near the middle of the room is the household nerve center. It is the hub of the inter-communication system from which a person can talk to the master bedroom, barbecue, entrance doors and workshop. From this point, too, electric controls switch on lights, tune in the various radios, open and close doors and turn on the lawn sprinklers.



BENEATH SINK are garbage disposal unit (left) and hydraulic dishwasher (right), both experimental models.



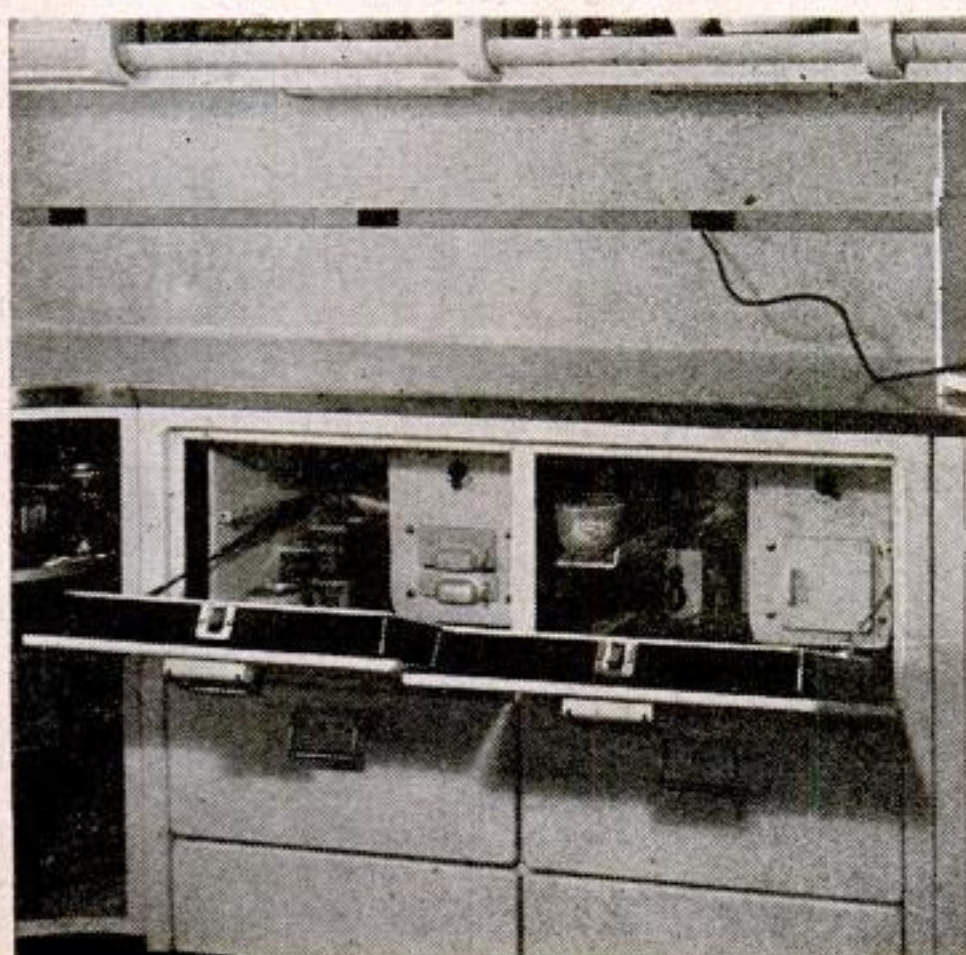
OUTSIDE BACK DOOR sunken receptacles receive waste. Garbage is taken care of by disposal unit.



COMMUNICATIONS are centered in kitchen. Girl is calling the workshop. Below is remote radio control.



PACKAGE RECEIVER is double-doored hole in wall. Dial on inner door tells milkman what to leave.



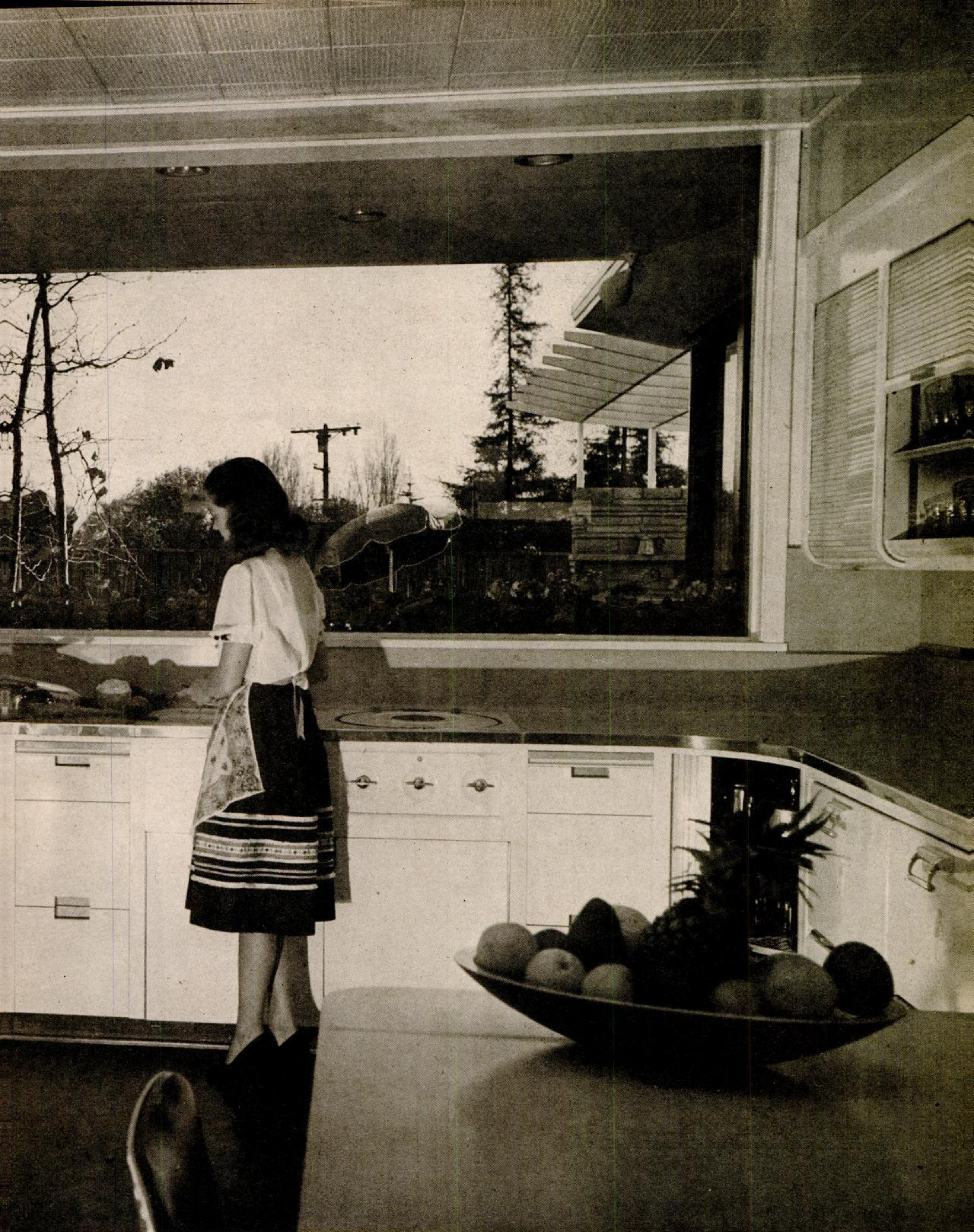
REFRIGERATOR consists of four drawers in counter. Strip along wall provides three electric outlets.



SEWING MACHINE pulls from under counter. In the background is desk and communication center.



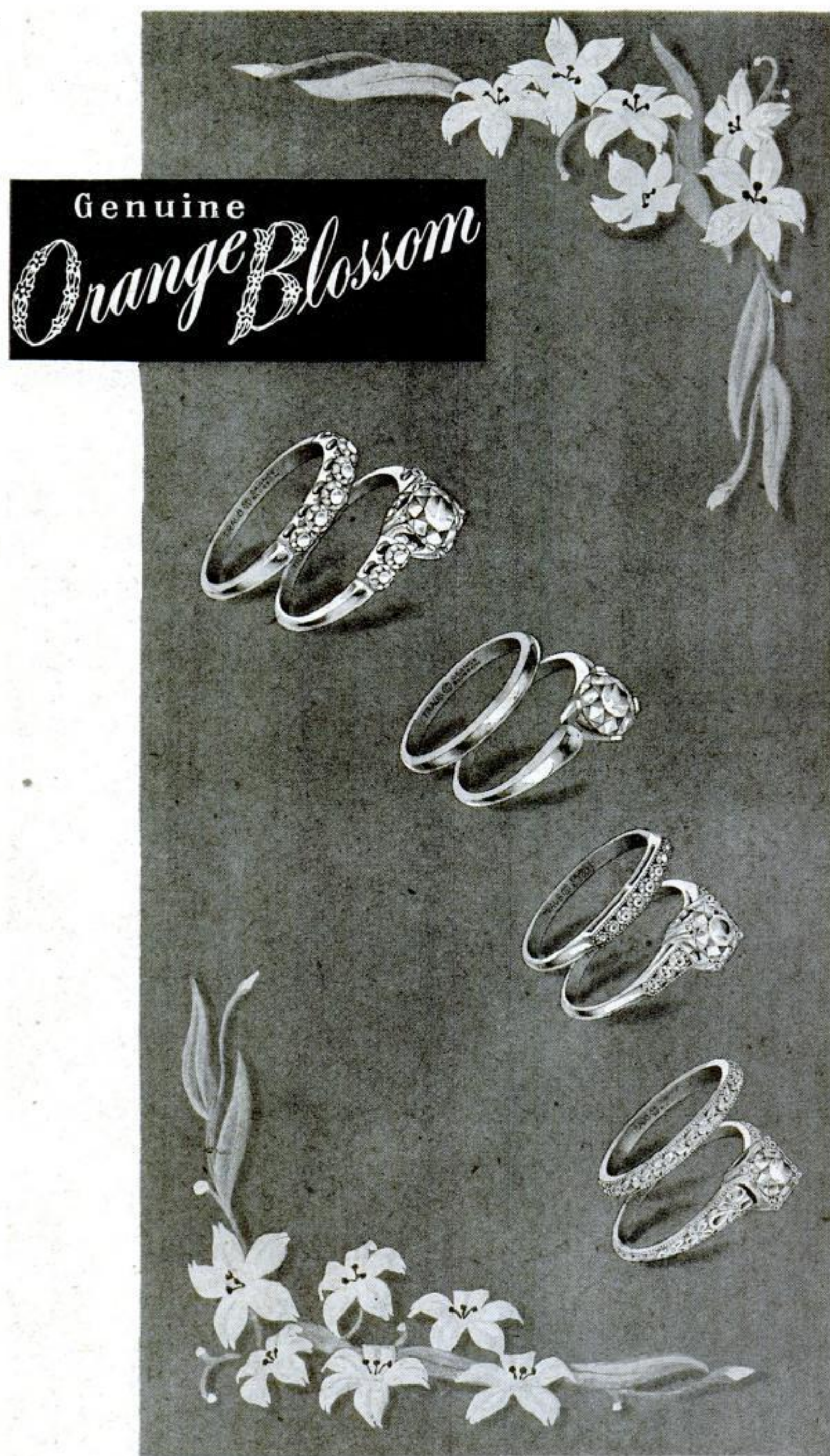
END VIEW OF KITCHEN shows big window looking out into patio. Gas stove (left) has its four burners along the



back to keep hot pans from children. Sink is under the window. At right are the drawers of the refrigerator. Two

cabinets in corners of counter have revolving shelves. The cupboards have plastic roll-up doors. End of room

opposite window (*behind camera*) contains the laundry. Whole kitchen might be built in factory, sold as a unit.

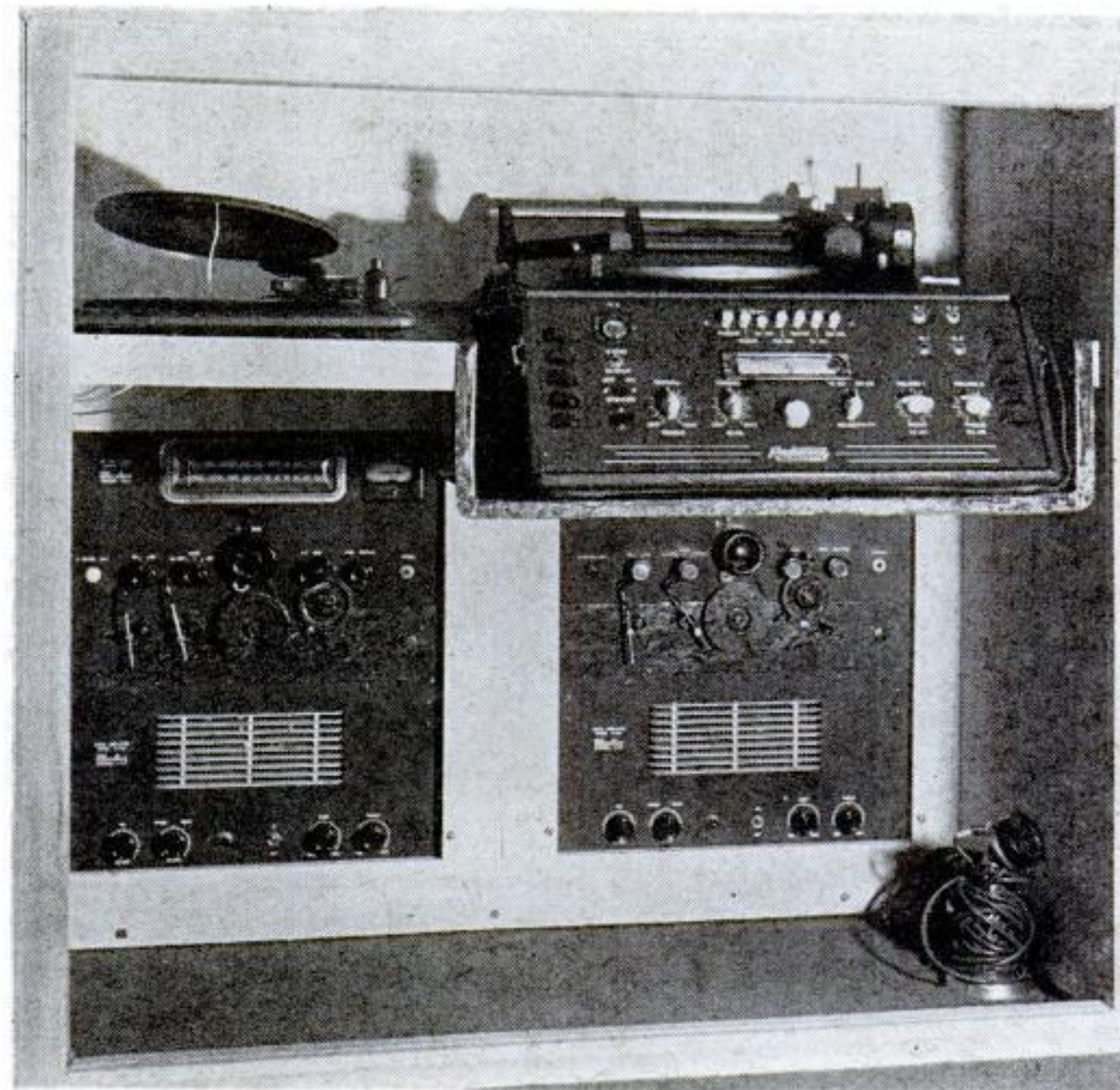


The name **Genuine Orange Blossom** (stamped in every ring) will inspire the Oh's and Ah's of genuine approval from admiring friends. The Orange Blossom tradition of ageless design, painstaking handcrafting and quality beyond question is a standard by which all others are judged. They are shown with pride by better jewelers everywhere.

Orange Blossom prices begin at \$9 for Wedding Rings, \$75 for Engagement Rings, including tax. Write for illustrated folder.



Dream House CONTINUED



TWO HIGH-POWERED RADIOS are built into wall of living room. Both receive standard broadcasts and FM. Over the radios are (left) phonograph and (right) a home recorder. Whole apparatus may be remotely controlled.



LUXURIOUS BATHROOM has tub (right) and shower (out of picture). Electric toothbrush is in cabinet below round shaving mirror (left). In the ceiling are sunlamp, heat lamp and spotlight. Bathroom could be factory-built.



Many a gracious table sparkles with new beauty these days. For 1847 Rogers Bros. is here again! See these enchanting patterns at your dealer's. Each one reflects a near-century of silver artistry... has *superb quality*, a height and depth of ornament usually found only in solid silver. Order the 52-piece basic service in *your* favorite design...now.

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1847 ROGERS BROS.

AMERICA'S FINEST SILVERPLATE

ETERNALLY YOURS
FIRST LOVE
ADORATION



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The shoe with the
youthful feel

Air Step

650
HIGHER
DENVER WEST

Air Step Reg. U. S. Pat. Off.

Subject to O.P.A. price increase

Your spectators—with the crisp, cool look
of young assuredness. Your summer Air Steps—
with a secret-hidden quality of youth
—an unexpected inner softness.

This is the Magic Sole, air-light and gentle, cushioning
your step happily against all foot-pounding shock.

AIR STEP DIVISION • BROWN SHOE COMPANY • ST. LOUIS

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THE FIRST MALE STUDENTS EVER ADMITTED TO VASSAR COLLEGE SIT IN ENGLISH COMPOSITION CLASS SURROUNDED BY INFORMALLY ATTIRED FEMALE STUDENTS

MEN AT VASSAR

Girls' college breaks precedent to allow veterans in its classes

Last week Vassar, for the first time in its 85 years, opened its doors to men. To the Poughkeepsie campus of this top-flight women's college came 38 war veterans who lived nearby and were unable to find room in overcrowded men's colleges.

By tradition Vassar is rarely astonished at any situation in which it finds itself. When the veterans came the girls paid little attention to them. But the veterans, plunged suddenly into a sea of femininity, found many absorbing things in this strange new world, most noticeably the assortment of sloppy slacks and men's shirts, rolled-up jeans and sketchy shorts the girls sported. One polite and properly dressed ex-corporal declared that he would get back into combat fatigues so as not to embarrass the girls. But the men, half of whom had already attended college, were hard-working, serious students more interested in economics and English than in Vassar girls' styles.



BETWEEN CLASSES at the beginning of the spring term Vassar girls chat in the corridor of the Main Hall.

The men students, nowhere to be seen, are probably in the newly established men's reception room (see p. 92).



"M-m-m!
Me for a
Crush"

The famous Brown Bottle identifies

**Orange-
Crush**

T. M. REG. U. S. PAT. OFF.

CARBONATED BEVERAGE

Ask for a "Crush"



Filtered carbonated water . . . juice of tree-ripened Valencia Oranges, flavor of orange peel, citric acid from lemon juice, sugar syrup . . . that's Orange-CRUSH!

**Great Moments of
THE WAR!**
—by Graflex



it's Free!

Read an exciting story of photography at war! Plus 26 of the war's great pictures — yours for the asking! Your local GRAFLEX Dealer has a FREE copy for you, or send 10¢ to cover handling, to Room 48, GRAFLEX, Inc., Rochester 8, New York.

VISIT Graflex Information Centers — At 50 Rockefeller Plaza, New York, N. Y. and 3045 Wilshire Blvd., Los Angeles, Calif.



GRAFLEX, INC.



NEW STUDENTS, Jack Abrams (left) and Robert Shea, get directions from campus guard. Main Hall is seen through archway of Vassar's main entrance.



BOOKSTORE, where students browse before going to classes, is the scene of early morning shopping tour by two new students and helpful companions.

CONTINUED ON PAGE 92



"I lived
a lifetime
in those few moments!"

IN JUST A few minutes I'll be a Bachelor of Arts. I guess I should be looking ahead. But my mind keeps going back...

Back to the Christmas morning long ago when I found Blackie under the tree. (The folks must have seen me with my nose against the Pet Shop window.)

Back to the time I caught pneumonia. Mom wouldn't leave my bedside until the fever broke.

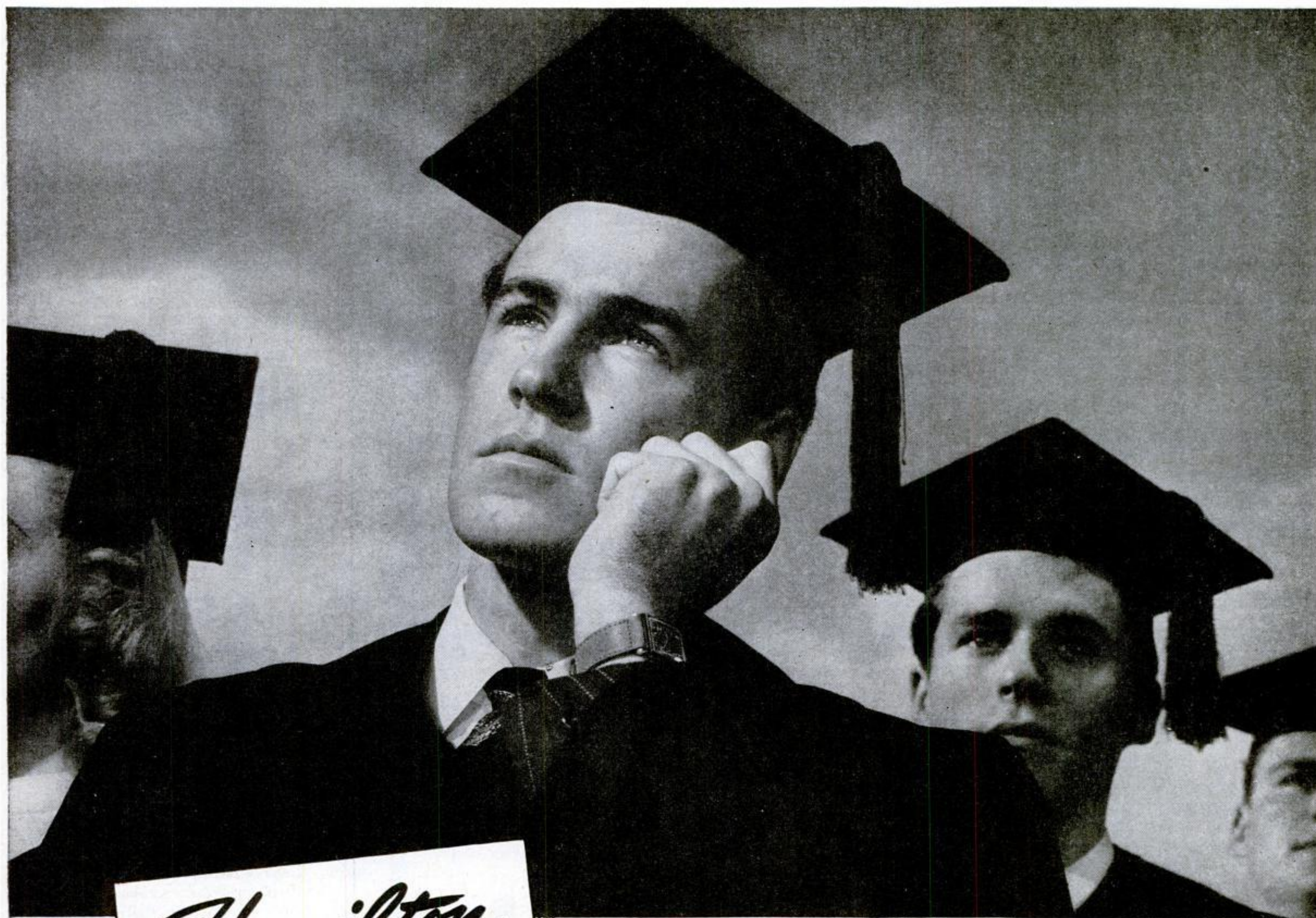
Back to the day I skidded on the ice and wrecked Dad's new sedan. All he said was, "Never mind the car—are you all right?"

Mom and Dad gave up a lot to send me through college. Do you wonder why I couldn't find the words to thank them this morning? On top of everything, they gave me the graduation

present I've always longed for—a brand-new Hamilton Watch!

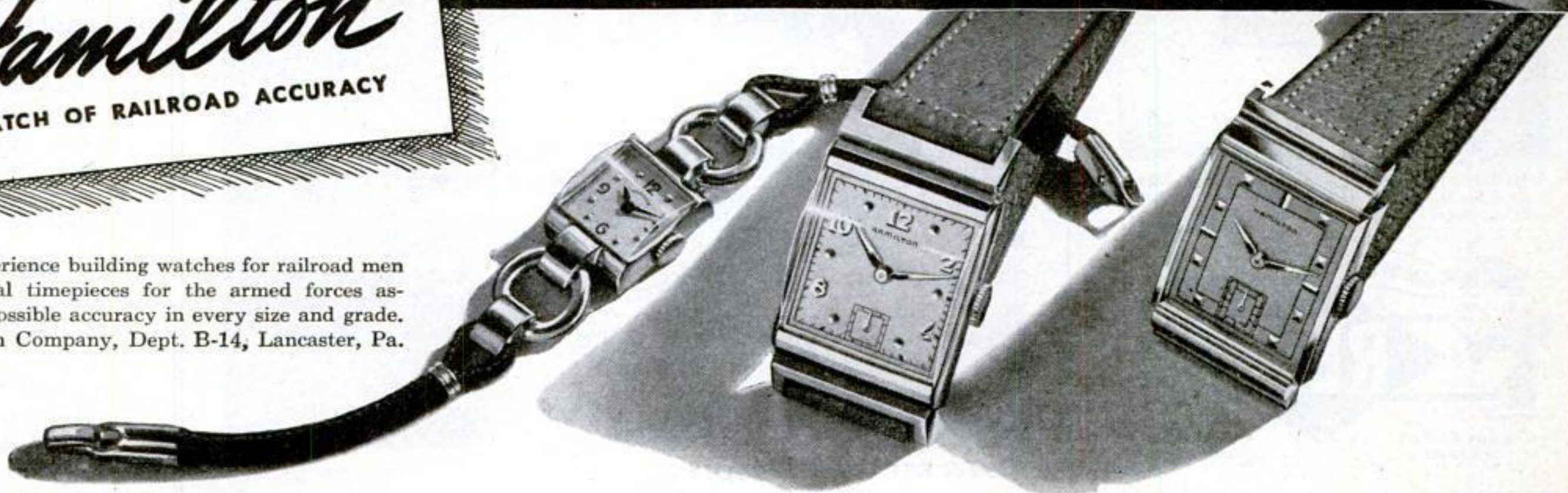
Why is a Hamilton in a class above other watches? Because this world-famous American watch is made with greater care from the finest materials. Hamilton's high quality assures you the greatest watch value and the finest time-keeping accuracy.

HOW MUCH steel is required to make 620,000 tiny watch hairsprings? Only about five pounds of specially processed steel. Yet to produce this small ingot in the exact alloy-mix desired, Hamilton maintains its own miniature steel mill. By such infinite care, Hamilton engineers constantly maintain Hamilton's reputation as The Fine American Watch.



Hamilton
THE WATCH OF RAILROAD ACCURACY

Hamilton's experience building watches for railroad men and navigational timepieces for the armed forces assures greatest possible accuracy in every size and grade. Hamilton Watch Company, Dept. B-14, Lancaster, Pa.





Fight fatigue with
REIS Scandals...

...the modern, manly underwear
that provides mild athletic support

The trend is to Scandals—because Scandals offer men *more*. Easy comfort—yes. Trim fit—of course. Good looks—you bet. But most important, Scandals give you the patented dart-stitched pouch that provides mild athletic support. Yes, the mild support that helps fight fatigue ... helps keep you feeling your trim best.

The growing popularity of Reis Scandals may mean an occasional shortage in dealer stocks. If you can't get Scandals the first time you ask, please ask again. Soon there will be plenty for all!



"Hi-Waist" design. Elastic waist band. Full seat coverage. No seams. Matching shirts. Smart-looking Reis athletic shirts and "T" shirts.



ROBERT REIS & CO., 2 PARK AVE. • NEW YORK 16, N.Y.



ZOOLOGY CLASS has only one male student enrolled, René Cooper. Here he and his classmates stain onion epithelium to study structure of single cells.



SPEECH-CLASS students, Stanley Siwek and Alice Colonna (at the microphone), make records of their voices in unison to play back for class criticism.



MEN'S RECEPTION ROOM is only place on the Vassar campus which is barred to girls. Here men can study, talk, get away from the ever-present girls.



**Daisies Don't Tell
BUT YOUR MIRROR DOES!**

Don't take a chance on "MORNING MIRROR BLUES". Each morning give yourself a vigorous, refreshing, scalp tingling **LUCKY TIGER RUB** with **LUCKY TIGER HAIR TONIC**; wakes you up ... relieves itchy scalp, removes loose dandruff, assures that well groomed look all day long.

Lucky Tiger makes your scalp feel better, your hair look better ... avoid those "MORNING MIRROR BLUES."

Ask your barber or druggist for Lucky Tiger Hair Tonic ... Regular or With Oil.

© 1946



for
**HAIR
and
SCALP**

LUCKY TIGER



**A SPECIAL
PREPARATION
FOR SHAVING**

**For the 1 man in 7
who shaves daily**

Modern life demands at least 1 man in 7 shave *every day*—yet daily shaving often causes razor scrape, irritation. To solve this problem, daily shavers have turned to Glider, Williams amazing shave cream discovery.

Rich, soothing Glider protects your face while you shave. It enables the razor's sharp edge to *glide* over your skin, cutting whiskers close and clean *without scraping or irritating the skin*. Not sticky or greasy—needs no brush.

SEND FOR GUEST-SIZE TUBE

Get Glider at your regular toilet-goods counter. Or send us your name and address with ten cents—and we'll mail you a guest-size tube, enough for three full weeks. The J. B. Williams Co., Dept. LG-6, Glastonbury, Conn., U. S. A. (Canada: Ville La Salle, Que.) Offer good in U.S.A. and Canada only.



"Registering the Barrels of Aged Whiskey"—painted at the distillery by the famous artist, Lawrence Beall Smith

**88 years at fine whiskey-making
makes this whiskey good**

IMPERIAL
Reg. U.S. Pat. Off.
Hiram Walker's Blended Whiskey



86 proof. The straight whiskeys
in this product are 4 years or
more old. 30% straight whiskey.
70% grain neutral spirits. Hiram
Walker & Sons Inc., Peoria, Ill.

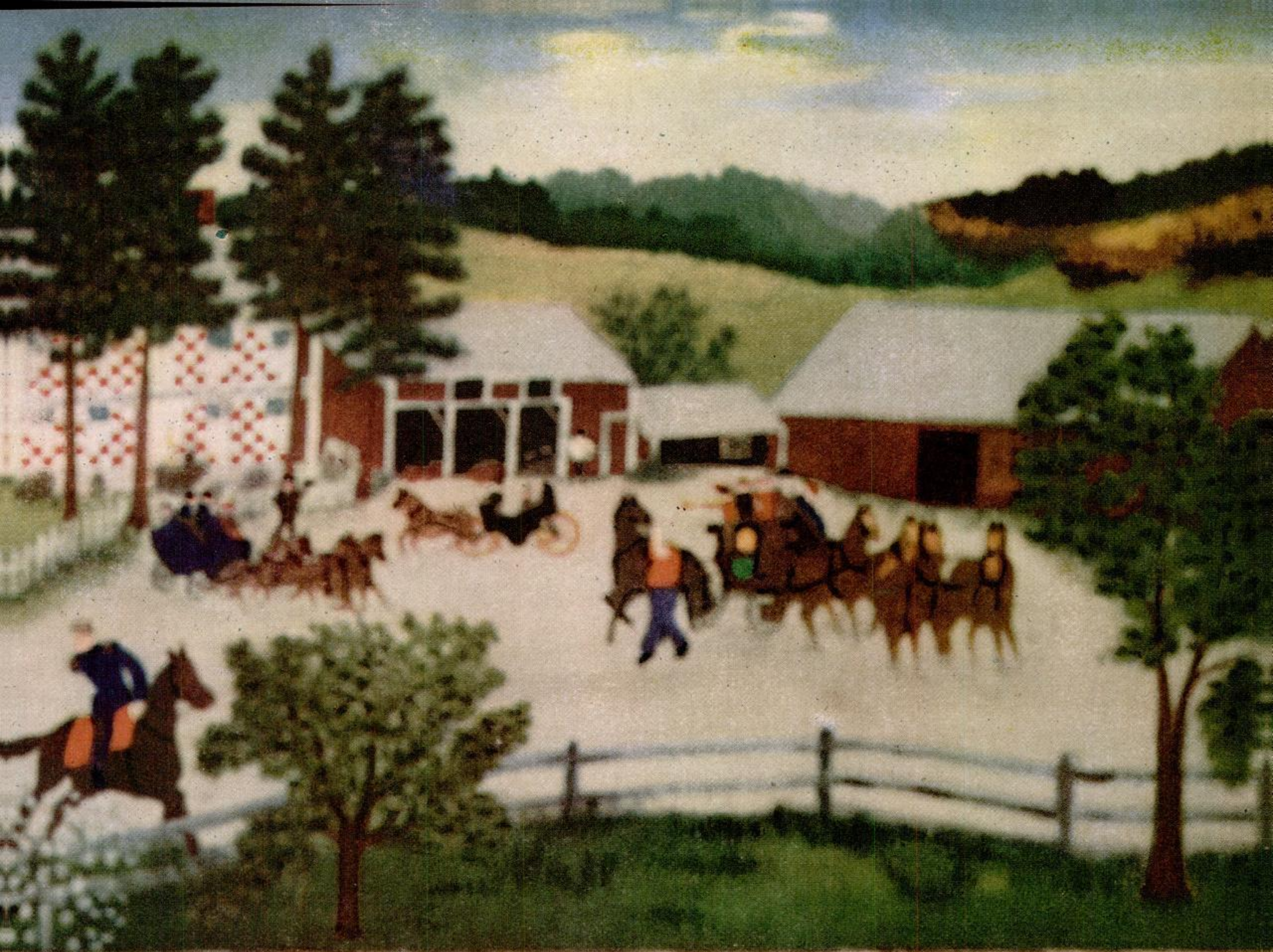


Primitive

A red for the woman who knows as instinctively
as a primitive painter stroking color on canvas.

Pure, unblended red...basic as love and life.

Stark and beautiful above the crowd.



Painting, "The Old Checkered House," by Grandma Moses • Spangle hat by John-Frederics

Red

DuBarry Lipstick

by Richard Hudnut NEW YORK



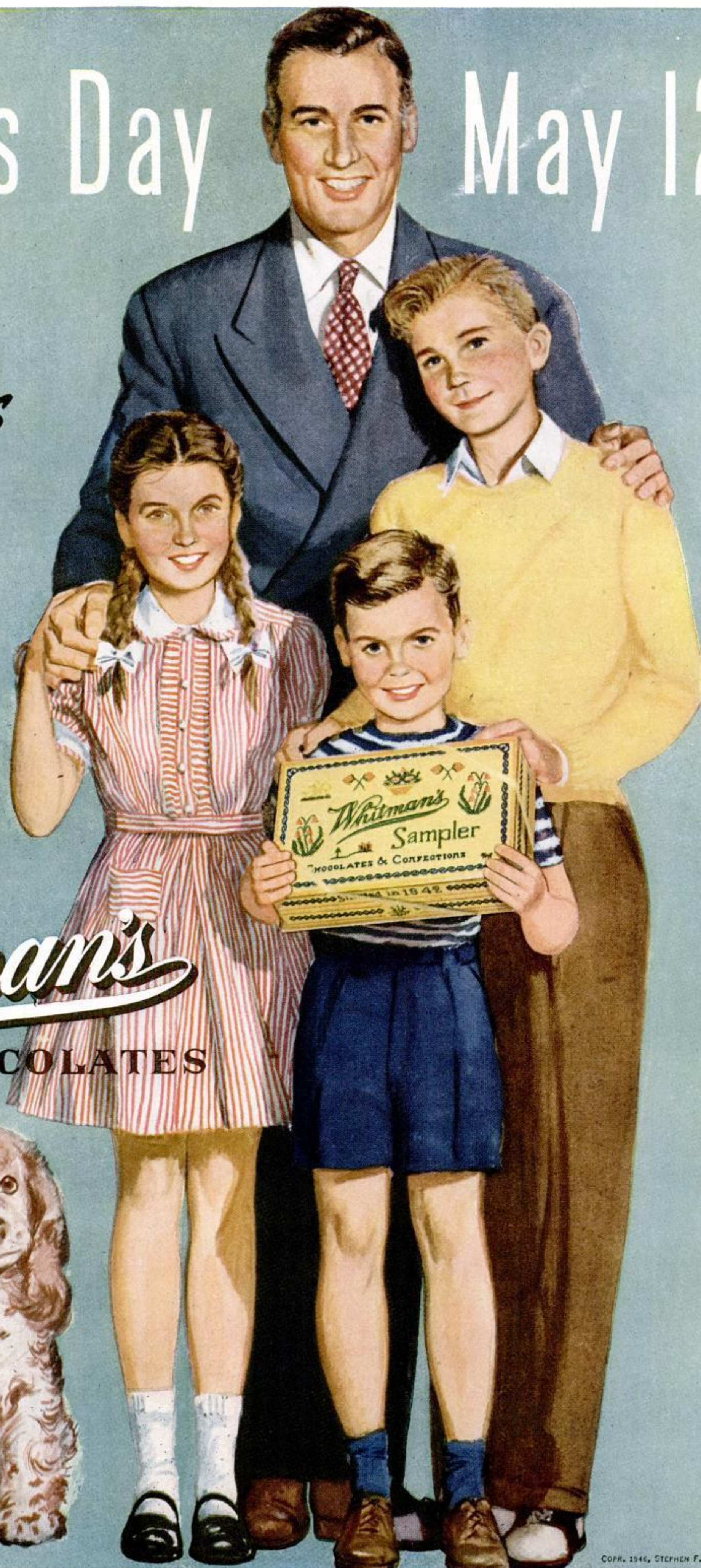
PRIMITIVE RED MAKE-UP TRIO... Primitive Red Lipstick and Brush, with easy instructions from the DuBarry Success School on how the experts use a brush for lovelier lips. All packaged with a generous sample of harmonizing DuBarry Face Powder. At better cosmetic counters, complete \$1.50, plus tax.

Mother's Day May 12TH

*HER DAY
HER FAMILY
HER CHOCOLATES*



Whitman's CHOCOLATES



COPY. 1946, STEPHEN F. WHITMAN & SON, INC., PHILA.

A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS



WORKSHOP and offices of Old Vic are in this gabled house on a narrow London street.

OLD VIC

LONDON THEATER VISITS THE U.S.

For two years the appetites of American theater lovers have been whetted by glowing reports from England about London's Old Vic repertory company. This month, when Old Vic makes its first U.S. appearance, Americans can prove the pudding by tasting it.

In the last half century the Old Vic has become a major British institution. With headquarters at the Victoria theater near Waterloo Bridge, in the neighborhood where Shakespeare himself once played, the Old Vic has presented in repertory the finest actors in the finest plays, from Shakespeare to Shaw. It has had ups and downs and, in 1941, was so badly bombed that the company was forced to move to another playhouse. But the shows went on—sometimes in the provinces, sometimes in army camps. In 1944 two of England's best actors, Laurence Olivier and Ralph Richardson, helped reorganize the Old Vic and launch its era of greatest success.

On May 6, 40 members of the Old Vic, who flew over on the first transatlantic plane ever chartered in peacetime by a show troupe, begin a six-week Broadway engagement that is already almost sold out. The plays will be Shakespeare's *Henry IV*, Parts 1 and 2; Chekhov's *Uncle Vanya*; and on one bill, Sheridan's *The Critic* and Sophocles' *Oedipus*. Credit for bringing Old Vic to America goes to Theater Incorporated, an enterprising new group which produced *Pygmalion* this year.

On these pages are pictures which were taken by Eileen Darby, who went to London to give *LIFE* a preview of Old Vic's first Broadway season.



AFTER THE SHOW actors in Shakespeare's *Henry IV*, Part 1, leave behind the pageantry of 15th Century

England and rush upstairs to their dressing rooms. The "silence" sign discourages backstage talk during shows.



IN "HENRY IV," Part 1, the king in the first scene, surrounded by his court, hears that his army was defeated

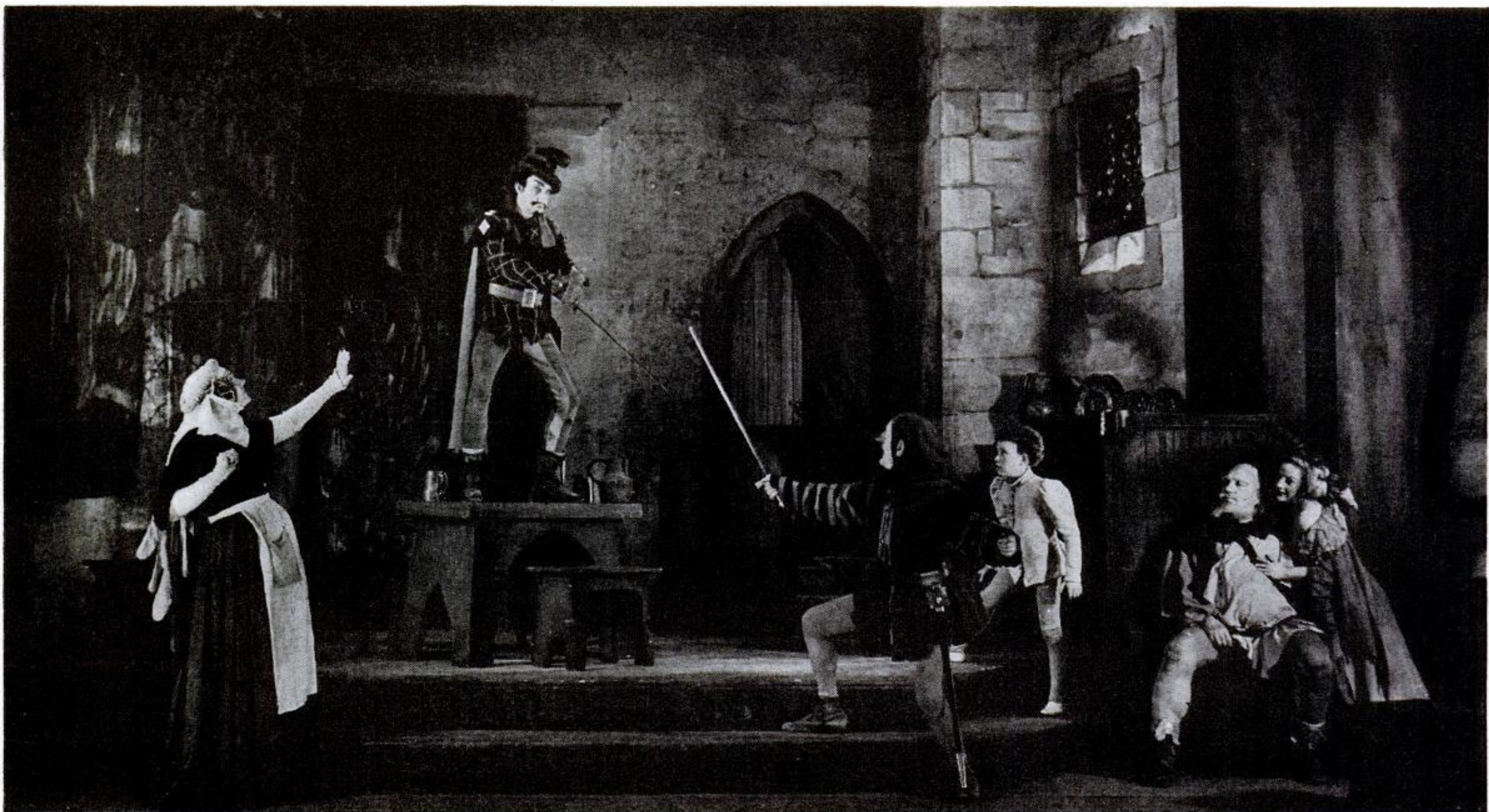
by the Welshman, Glendower. The bad news is offset by victorious news from Hotspur, who is fighting for the king

but soon rebels against him. This later prompts the king's complaint, "Uneasy lies the head that wears a crown."

IT EXCELS IN SHAKESPEARE'S GREAT HENRY IV

Perhaps the greatest single achievement of the Old Vic is its presentation of both parts of Shakespeare's *Henry IV*, which are illustrated on these two pages. Though well-known to Shakespeare students, these dramas are rarely performed in full or in sequence. They were written at the meridian of the poet's powers in 1597-98 and are among the greatest of the ten historical plays in which Shakespeare immor-

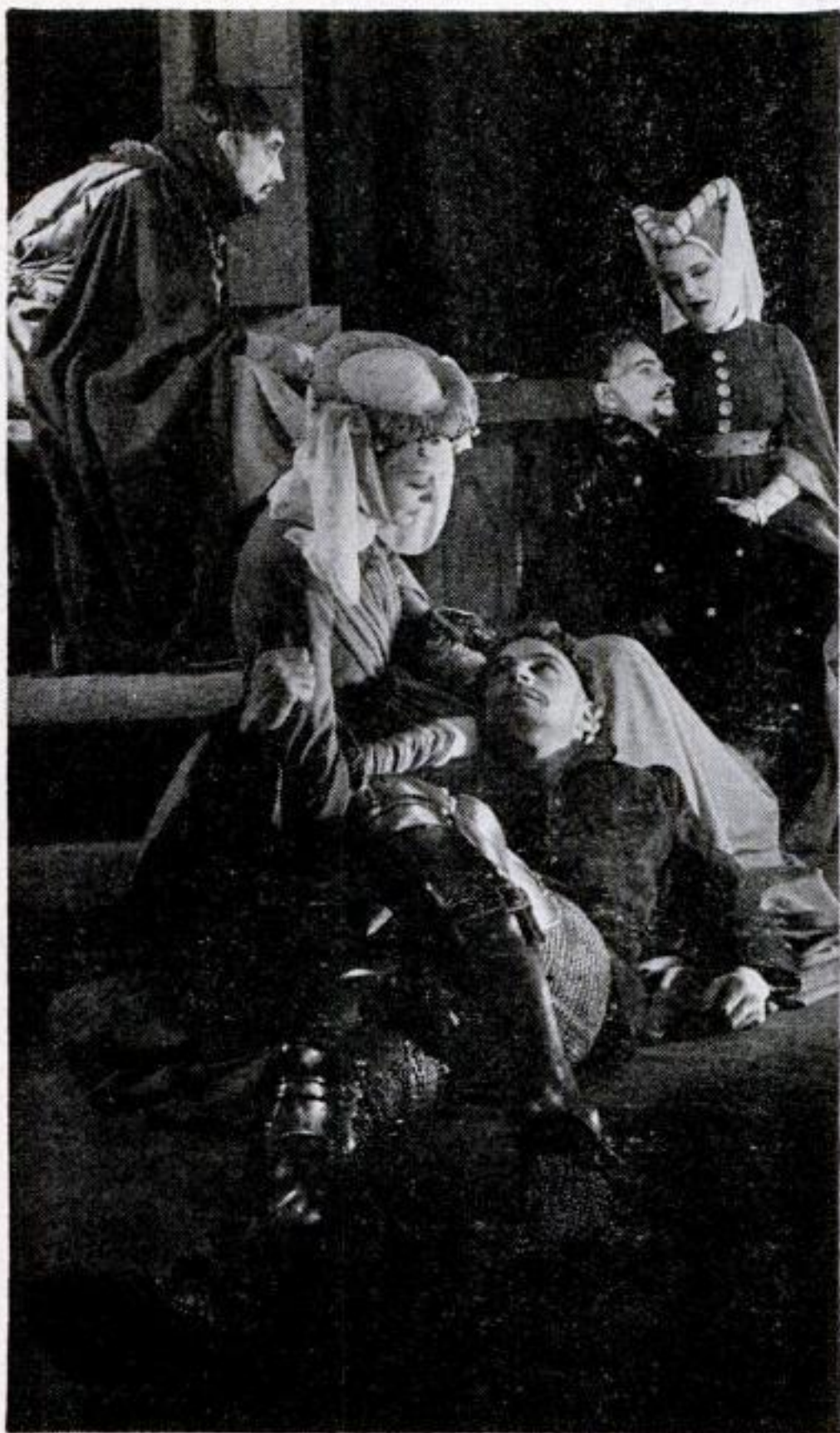
talized England's history from King John to Henry VIII. They deal with a revolt led by the house of Percy against King Henry. Chief rebel, Henry Percy, or "Hotspur," is acted by Laurence Olivier, who also plays in the much-praised movie of Shakespeare's *Henry V*, which is now being released in the U.S. *Henry IV* owes much of its fame to the wonderful character of Falstaff, who holds court in a tavern



ATAVERN BRAWL in *Henry IV*, Part 2, shows Falstaff (right) with his buxom wench, Doll Tearsheet (Joyce

Redman). The tavern keeper, Mistress Quickly (Ena Burrill), is trying with the help of Bardolph (center) to

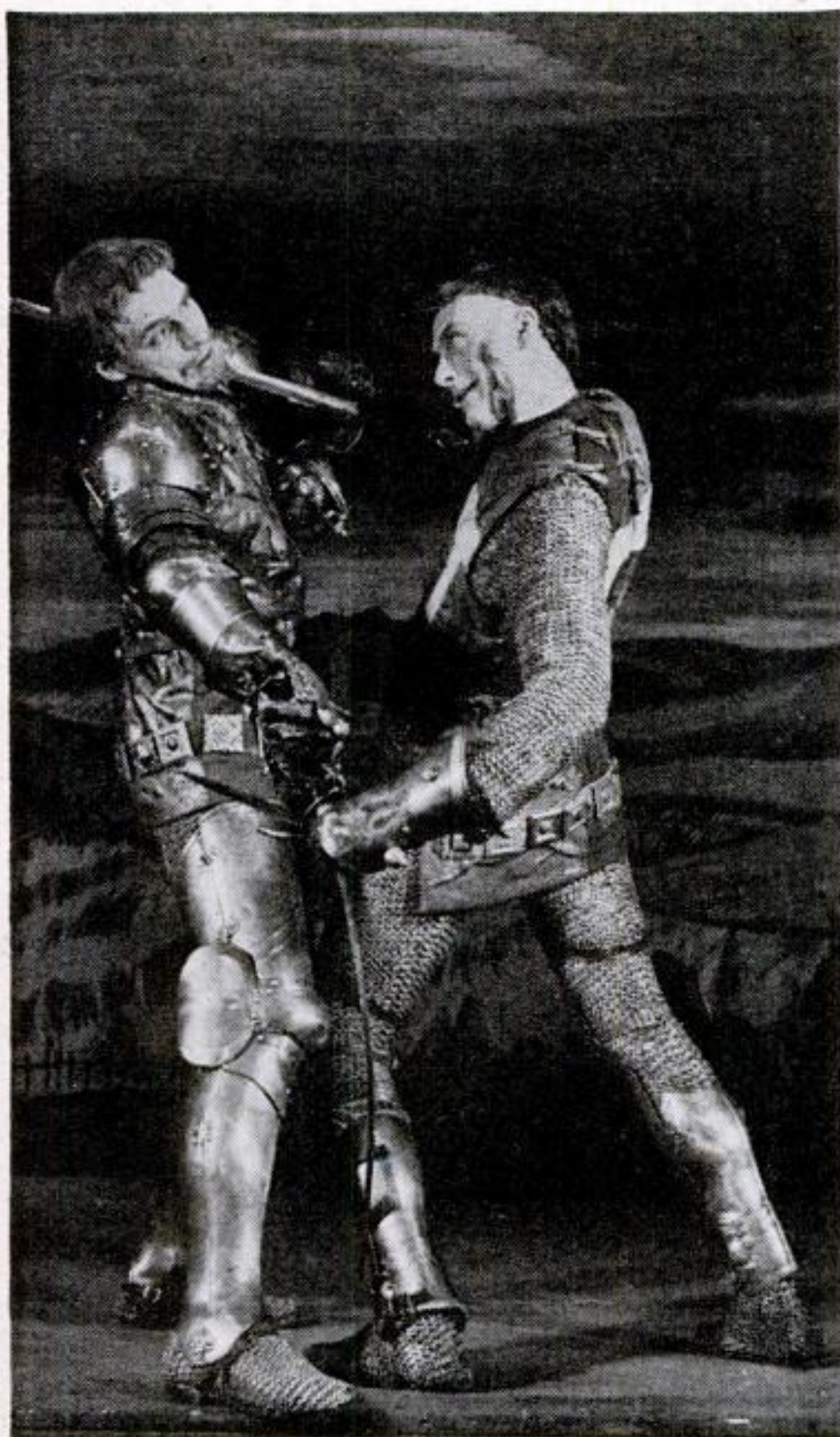
drive a tosspot named Pistol off the table and into the cellar because he is making ribald wisecracks about Doll.



RESTING before battle in Wales, Hotspur is soothed by his spirited young wife (Margaret Leighton, *see cover*).

and prefers clinking ale mugs to clashing swords.

The renewed interest of the English-speaking world in the plays of Shakespeare is being matched in Russia which on April 23 widely celebrated the poet's birthday. "Most of the Soviet theaters," the Russians reported proudly, "include Shakespeare's plays. . . . During the war years alone his plays were published in editions totaling 1,500,000 copies."



HOTSPUR IS KILLED in duel with king's playboy son (Michael Warre, *right*) who later became Henry V.



JOHN FALSTAFF, Shakespeare's greatest comic creation, is Ralph Richardson's greatest role in the Old Vic.

A prodigious lover of partridge, ale and girls, Falstaff personifies the poet's mellow but skeptical lust for living.



"THE CRITIC" by Richard Brinsley Sheridan, first acted in 1779, presents Laurence Olivier as the playwright, Mr. Puff (standing, left), directing his own masterpiece.

In the stage box are two of his foppish critic friends, Mr. Dangle and Mr. Sneer, who contribute absurdly pompous comments about Mr. Puff's absurdly pompous play.



THE ART OF PUFFING is practiced by Mr. Puff (center) who boasts about his new play in the home of his friend, Mr. Dangle (left), while Mr. Sneer sneers. Below:

Mr. Puff's play comes to a standstill when all the characters point swords and daggers so near to each other that nobody can budge. Nevertheless, the critics love it.



OLD VIC CONTINUED



OLIVIER (LEFT) REHEARSES "OEDIPUS"

ITS ACTORS ARE VERY VERSATILE

The Old Vic's actors are nothing if not versatile. Laurence Olivier begins one evening by playing the gloomy role of King Oedipus in Sophocles' tragedy written about 428 B.C. During the short space of one hour Oedipus learns that according to an ancient prophecy he has unwittingly murdered his father and married his mother. Later in the same evening, having gone to his doom as Oedipus, Olivier transforms himself and turns in a gem of comic acting as Mr. Puff in Sheridan's farce, *The Critic*. Sheridan burlesques the playwrights of his day and lampoons the play reviewers more viciously than any of Broadway's current critic haters.

Olivier's versatility is equaled by Old Vic's two other directors, Richardson and John Burrell, who is also a sculptor and painter. To these directors, the British government's Council for the Encouragement of Music and Art offered to underwrite Old Vic's losses. But so far there have been none.

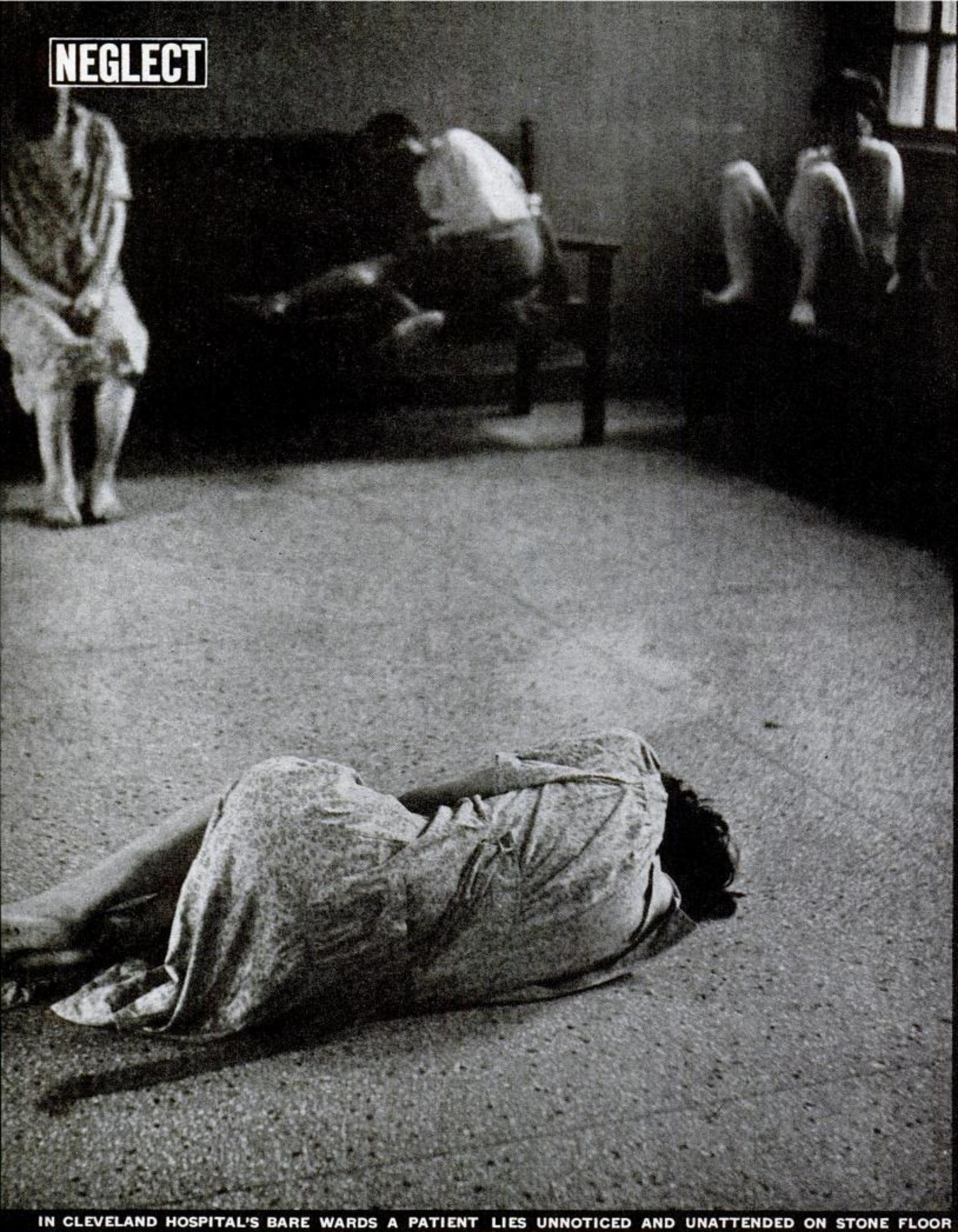


BLINDED by his own hand to punish himself for the crimes he was fated to commit, King Oedipus in his final agony embraces his two daughters, Antigone and Ismene.

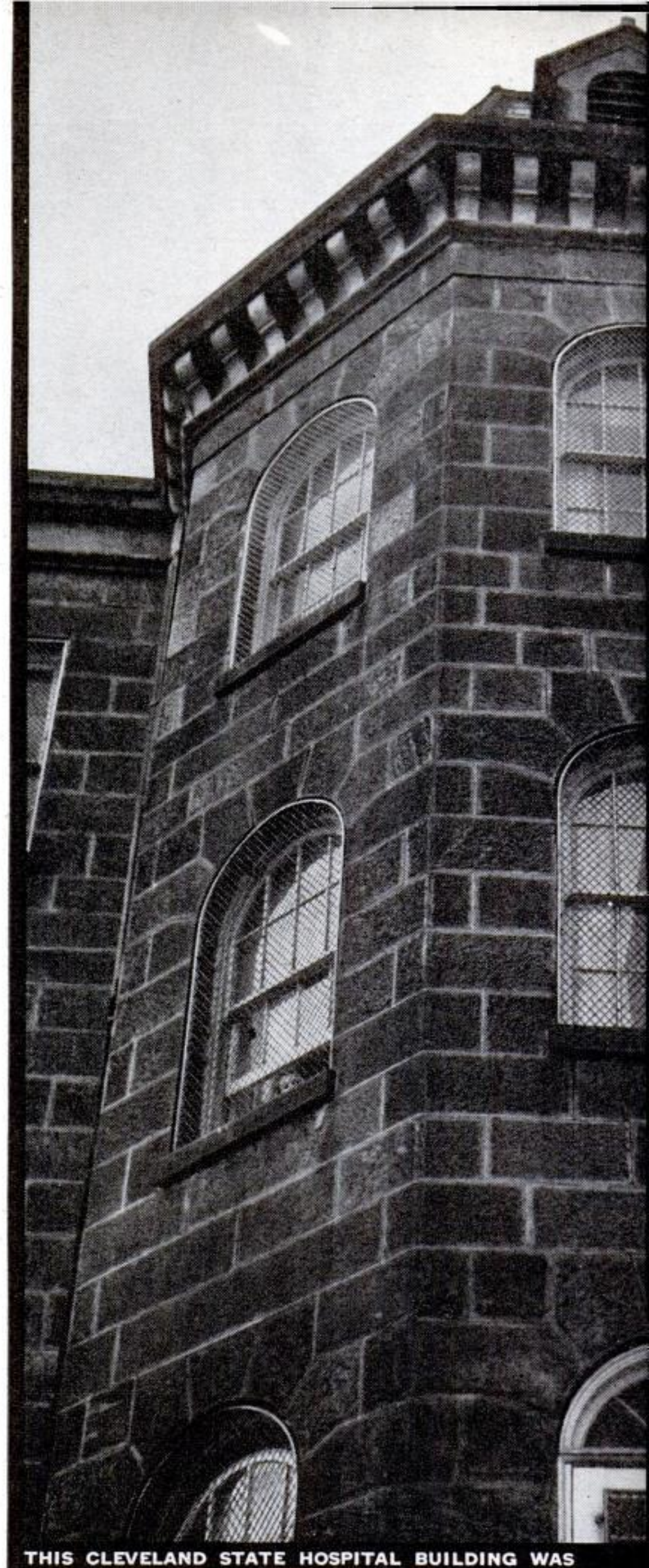
LAURENCE OLIVIER PLAYS KING
OEDIPUS IN SOPHOCLES' GREAT
TRAGEDY OF MAN AGAINST FATE



NEGLECT



IN CLEVELAND HOSPITAL'S BARE WARDS A PATIENT LIES UNNOTICED AND UNATTENDED ON STONE FLOOR



THIS CLEVELAND STATE HOSPITAL BUILDING WAS

BEDLAM 1946

**MOST U.S. MENTAL HOSPITALS
ARE A SHAME AND A DISGRACE**

by ALBERT Q. MAISEL

The author of this article, through his previous writing and his testimony before a congressional committee, helped instigate important improvements in the Veterans Administration's mental hospitals. The Ohio photographs were taken by Jerry Cooke with the permission of Frazier Reams, Ohio State Commissioner of Public Welfare, and the cooperation of the Ohio Mental Hygiene Association, an affiliate of The National Committee for Mental Hygiene.

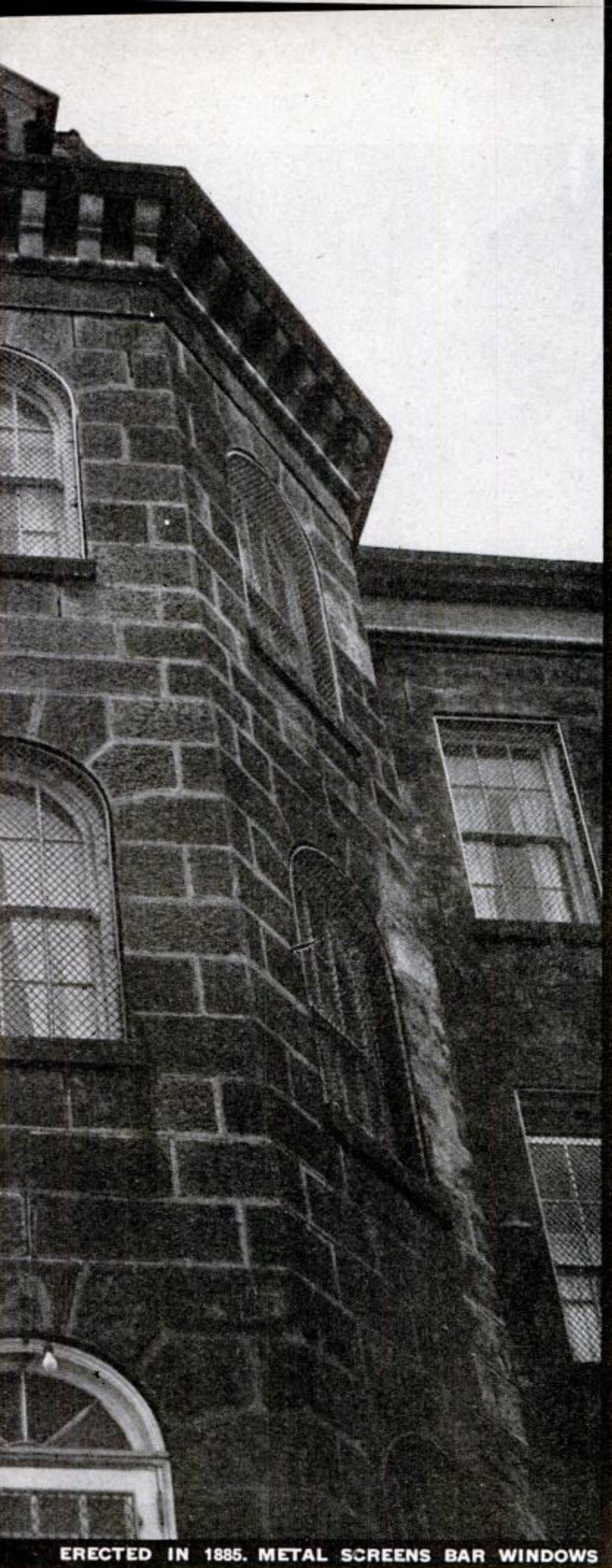
In Philadelphia the sovereign Commonwealth of Pennsylvania maintains a dilapidated, overcrowded, undermanned mental "hospital" known as Byberry. There, on the stone wall of a basement ward appropriately known as the "Dungeon," one can still read, after nine years, the five-word legend, "George was kill here 1937."

This pitiful memorial might apply quite as well to hundreds of other Georges in mental institutions in almost every state in the Union, for Pennsylvania is not unique. Through public neglect and legislative penny-pinching, state after state has allowed its institutions for the care and cure of the mentally sick to degenerate into little more than concentration camps on the Belsen pattern.

Court and grand-jury records document scores of deaths of patients following beatings by attendants. Hundreds of instances of abuse, falling just short of manslaughter, are similarly documented. And reliable evidence, from hospital after hospital, indicates that these are but a tiny fraction of the beatings that occur, day after day, only to be covered up by a tacit conspiracy of mutually protective silence and a code that ostracizes employees who "sing too loud."

Yet beatings and murders are hardly the most significant of the indignities we have heaped upon most of the 400,000 guiltless patient-prisoners of over 180 state mental institutions.

We feed thousands a starvation diet, often dragged further below the low-budget standard by the withdrawal of the best food for the staff dining rooms. We jam-pack men, women and sometimes even children into hundred-year-old firetraps in wards so crowded that the floors cannot be seen between the rickety cots, while thousands more sleep on ticks, on blankets or on the bare floors. We give them little and shoddy clothing at best. Hundreds—of my own knowledge and sight—spend 24 hours a day in stark and filthy nakedness. Those who are well enough to work slave away in many institutions for 12 hours a day, often without a day's rest for



ERECTED IN 1885. METAL SCREENS BAR WINDOWS

RESTRAINT



THIS WOMAN WEARS A CAMISOLE WITH SLEEVES TIED BEHIND HER. ULCERS ON LEG ARE UNBANDAGED

years on end. One man at Cleveland, Ohio—and he is no isolated exception—worked in this fashion for 19 solid years on a diet the poorest sharecropper would spurn.

Thousands spend their days—often for weeks at a stretch—locked in devices euphemistically called “restraints”: thick leather handcuffs, great canvas camisoles, “muffs,” “mitts,” wristlets, locks and straps and restraining sheets. Hundreds are confined in “lodges”—bare, bedless rooms reeking with filth and feces—by day lit only through half-inch holes in steel-plated windows, by night merely black tombs in which the cries of the insane echo unheard from the peeling plaster of the walls.

Worst of all, for these wards of society we provide physicians, nurses and attendants in numbers far below even the minimum standards set by state rules. Institutions that would be seriously undermanned even if not overcrowded find themselves swamped with 30%, 50% and even 100% more patients than they were built to hold. These are not wartime conditions but have existed for decades. Restraints, seclusion, and constant drugging of patients become essential in wards where one attendant must herd as many as 400 mentally deranged charges.

Paid wages insufficient to attract able personnel, even by prewar standards, and often working 10- and 12-hour days, these medical staffs have almost ceased (with some significant exceptions) to strive for cures. Many have resigned themselves, instead, to mere custodial care on a level that led one governor to admit that “our cows in the hospital barns get better care than the men and women in the wards.”

Thus thousands who might be restored to society linger in man-made hells for a release that comes more quickly only because death comes faster to the abused, the beaten, the drugged, the starved and the neglected. In some mental hospitals, for example, tuberculosis is 13 times as common as in the population at large.

Such conditions cannot be explained away as a result of wartime per-

sonnel shortages; the war merely accentuated long-existing failings. Most hospitals have never had enough personnel, even by their own low schedules. Wages have always been desperately low. Even a year before Pearl Harbor we had already crowded 404,293 patients into buildings built to hold only 365,192.

Nor can any of these horrors be excused on the grounds of “common practice” or as “the best that can be done for the insane.” For some states have managed to eliminate overcrowding. Some states discharge, as cured or improved, three and four times as high a proportion of patients as others. A few, notably tiny Delaware, have managed to secure an adequate or nearly adequate number of doctors, nurses and attendants.

Even within individual states some outstanding superintendents have managed to raise their institutions to a decent level despite low pay scales and heavy overloads. By ingenuity, leadership and hard work some have succeeded not merely in discountenancing beatings and restricting the use of restraints and solitary confinement but in eliminating these relics of the dark ages entirely.

The sad and shocking fact, however, is that these exceptions are few and far between. The vast majority of our state mental institutions are dreary, dilapidated excuses for hospitals, costly monuments to the states’ betrayal of the duty they have assumed to their most helpless wards.

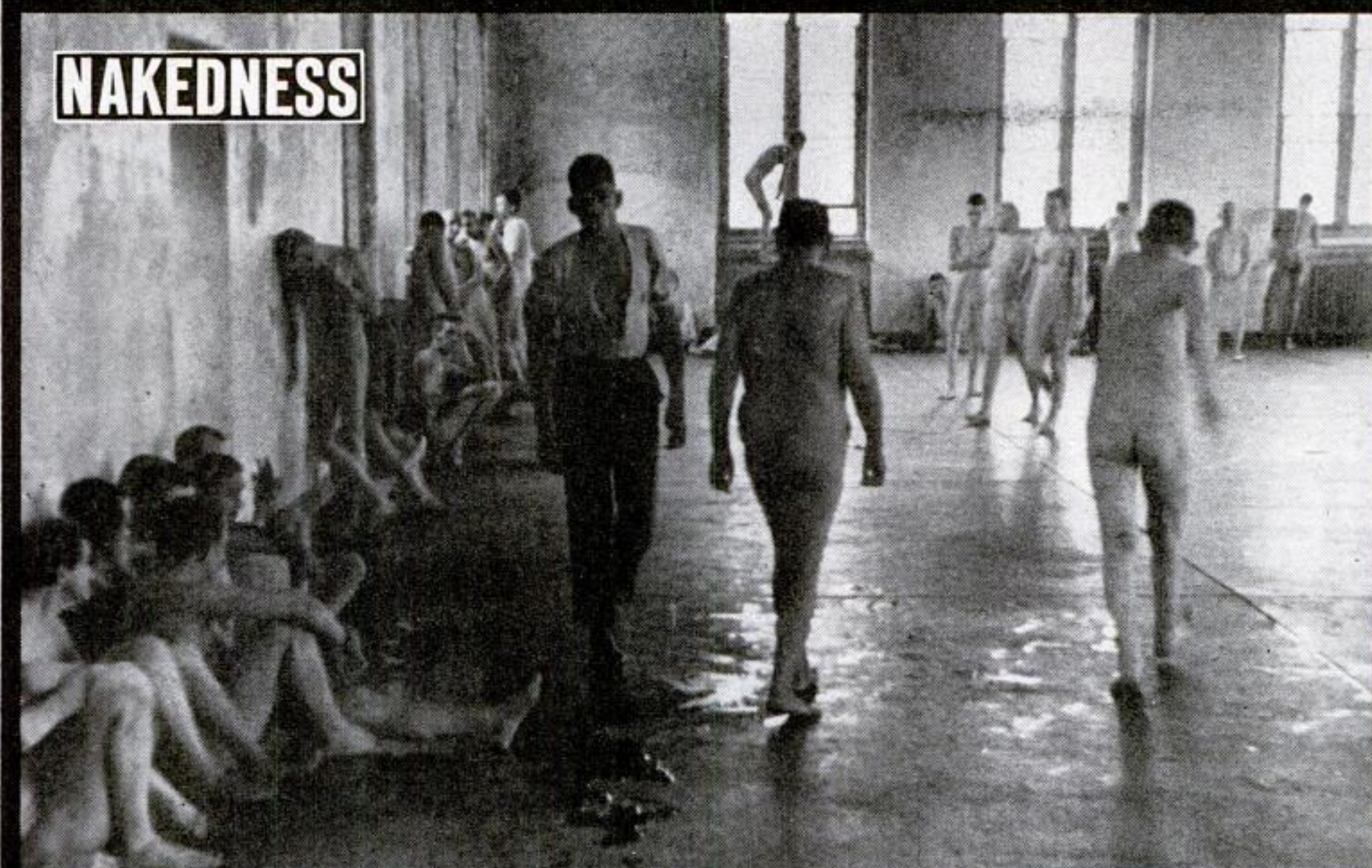
Charges such as these are far too serious to be based solely upon the observations of any single investigator. But there is no need to do so. In addition to my own observations in a dozen hospitals, in addition to court records and the reports of occasional investigating commissions, there is now available for the first time a reliable body of data covering nearly one third of all the state hospitals in 20 states from Washington to Virginia, from Maine to Utah. A by-product of the war’s aggravation of the long-existing personnel shortage, this data represents the collated reports of more than 3,000 conscientious objectors who, under Selective Service, volun-

USELESS WORK



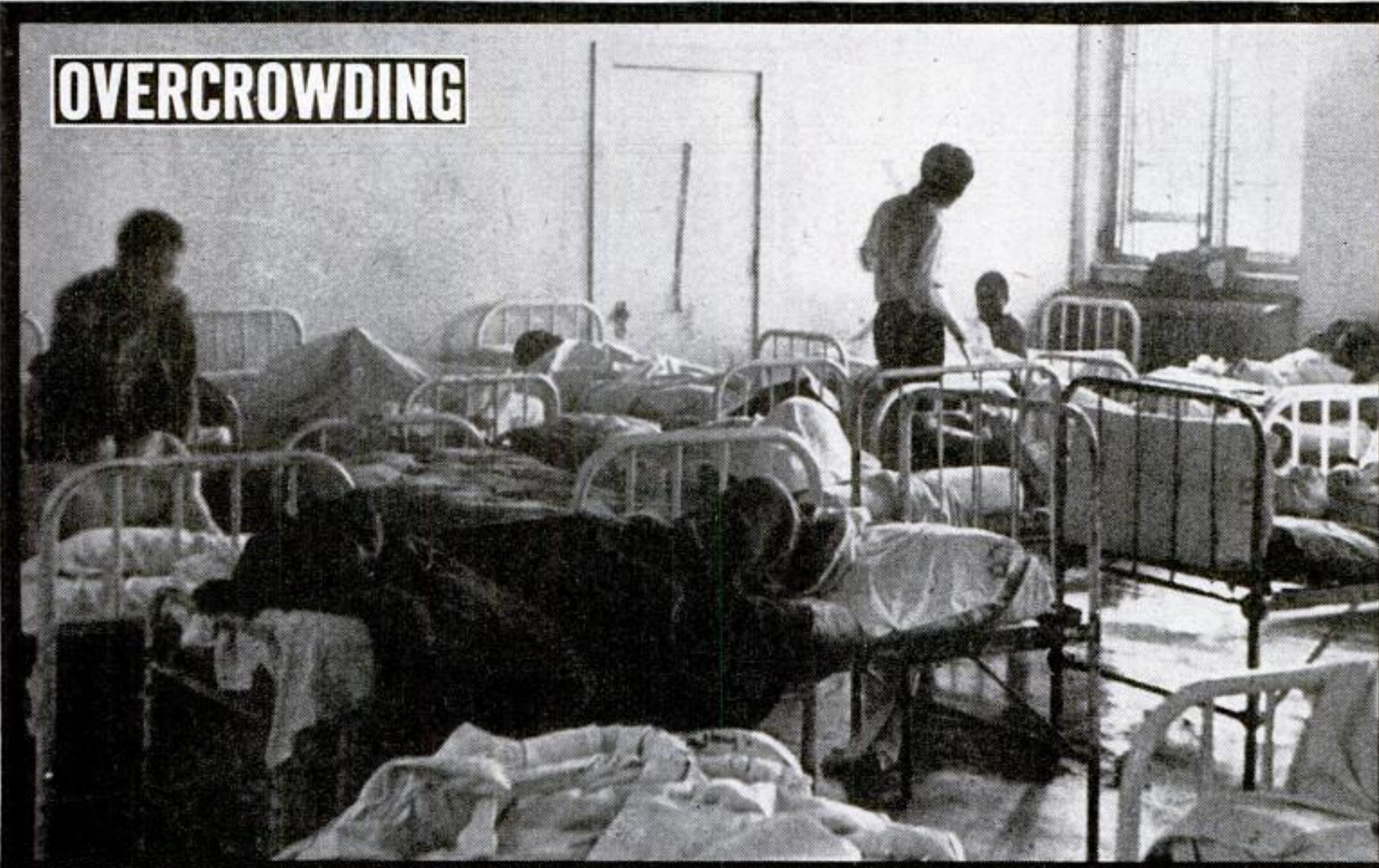
AT MASSILLON OHIO STATE HOSPITAL BAREFOOT PATIENTS POLISH SPLINTERED WOODEN FLOOR IN 1890 BUILDING—A POOR SUBSTITUTE FOR OCCUPATIONAL THERAPY

NAKEDNESS



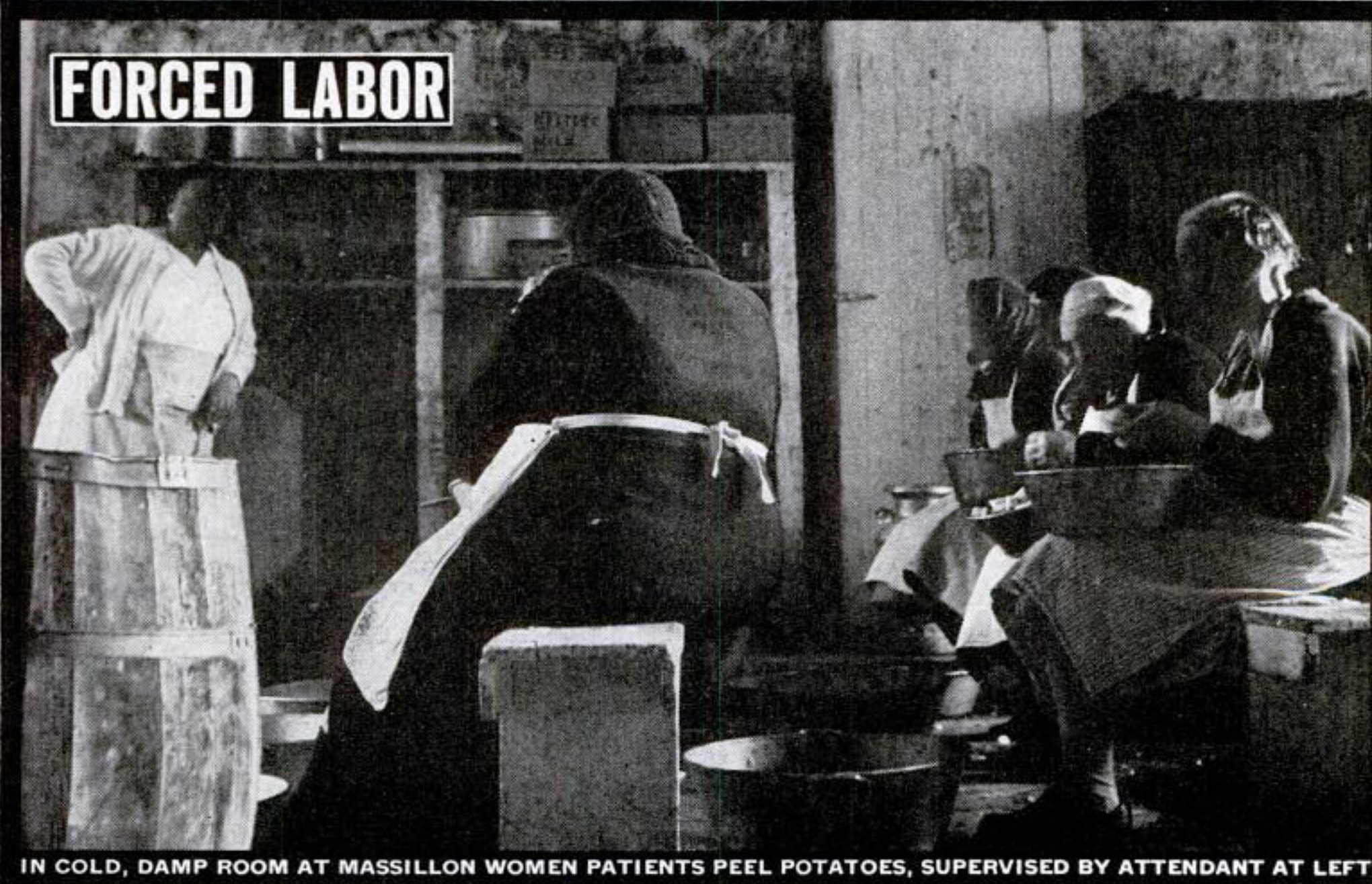
AT BYBERRY HOSPITAL NEAR PHILADELPHIA THESE MALE PATIENTS GET NO CLOTHES TO WEAR, LIVE IN FILTH

OVERCROWDING



AT BYBERRY BEDS ARE JAMMED CLOSE TOGETHER WITH NO CLEAR PASSAGEWAY TO DOOR IN CASE OF FIRE

FORCED LABOR



IN COLD, DAMP ROOM AT MASSILLON WOMEN PATIENTS PEEL POTATOES, SUPERVISED BY ATTENDANT AT LEFT

BEDLAM 1946 CONTINUED

teered for assignment as mental hospital attendants. The majority are still in service and, with Selective Service approval, these serious young Methodists, Quakers, Mennonites and Brethren have been filling out questionnaires and writing "narratives" for use in the preparation of instructional material for mental-hospital workers.

One may differ, as I do, with the views that led these young men to take up a difficult and unpopular position against service in the armed forces. But one cannot help but recognize their honesty and sincerity in reporting upon the conditions they found in the hospitals to which they were assigned. Supported as they are by other official data, their reports leave no shadow of doubt as to the need for major reforms in the mental-hospital systems of almost every state.

Consider, for instance, the shocking data on brutality and physical abuse of the patients. One report from a New York State hospital reads as follows:

"... The testimony revealed that these four attendants slapped patients in the face as hard as they could, pummeled them in their ribs with fists, some being knocked to the floor and kicked. One 230-pound bully had the habit of bumping patients on the back of the head with the heel of his hand—and on one occasion had the patient put his hands on a chair, then striking his fingers with a heavy passkey. . . ."

From a state hospital in Iowa comes the following report:

"Then the 'charge' (attendant) and the patient who had done the choking began to kick the offender, principally along the back, but there were several kicks at the back of the neck and one very painful one in the genitals which caused the victim to scream and roll in agony. . . . Something more than 20 kicks must have been administered. Finally he was dragged down the floor and locked in a side room. When I asked the 'charge' how it started, he said 'Oh, nothing. That ——— ought to be killed.' The victim was in handcuffs all the time; had been in cuffs continuously for several days."

From an Ohio state hospital:

"An attendant and I were sitting on the porch watching the patients. Somebody came along sweeping and the attendant yelled at a patient to get up off the bench so the worker-patient could sweep. But the patient did not move. The attendant jumped up with an inch-wide restraining strap and began to beat the patient in the face and on top of the head. 'Get the hell up . . . !' It was a few minutes—a few horrible ones for the patient—before the attendant discovered that he was strapped around the middle to the bench and could not get up."

These are but samples among score upon score of cases described and corroborated in the records of the National Mental Health Foundation. The ultraskeptical may feel that they represent the exaggerated views of impressionable conchies with a moral ax to grind. But this idea is fully refuted by the facts concerning other cases which have broken into the newspapers and reached the courts.

The state hospital at Nevada, Mo. was investigated as a result of the death of a patient, Cordell Humphrey, last July 6. An autopsy performed by Dr. Van Urk of Carthage, Mo. showed that Humphrey had been beaten severely a short time before his death. "There were marks on the arms, legs, chest, abdomen and head, and injuries to the brain that could have caused the death," Dr. Van Urk reported. As a result of this incident Attendant Massey Cloninger was sentenced to five years in the state penitentiary

IDLENESS



THESE BYBERRY MALE PATIENTS ARE LEFT TO LIVE DAY AFTER DAY SITTING NAKED ON REFUSE-COVERED FLOORS WITHOUT EXERCISE OR DIVERSION. AT CLEVELAND

BEDLAM 1946 CONTINUED

and another attendant is awaiting trial on charges of assault.

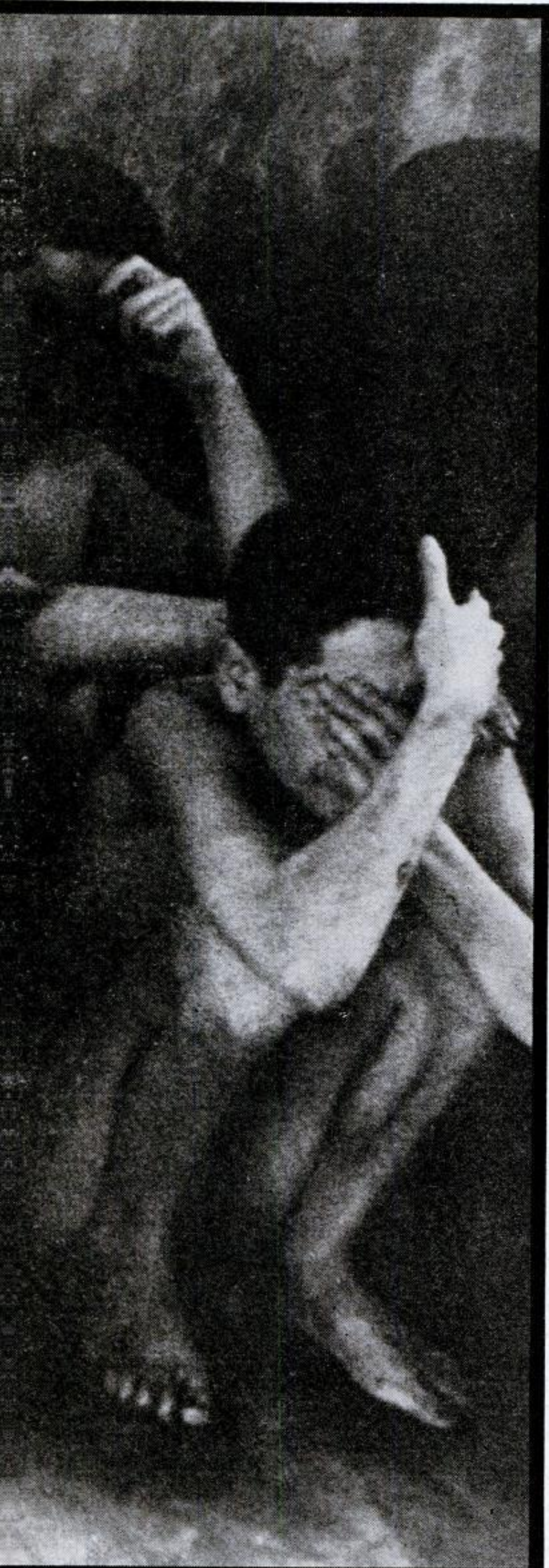
At Hastings, Neb., in February of this year, former State Hospital Attendant William L. Skelton was convicted of assault in connection with the death of Alfred T. Anderson, a patient. Skelton helped hold Anderson down while another attendant beat him with a blackjack.

In 1941 five attendants at Connecticut's Fairfield State Hospital were charged with complicity in two separate beatings of patients, one of whom died. Two of these attendants were convicted of manslaughter and one of assault. Early in 1942 two attendants were arrested for abusing five patients at the Middletown State

Hospital and one of the attendants received a jail sentence. As a result the Public Welfare Council and the U. S. Public Health Service made a thorough investigation of all of the Connecticut mental institutions. Yet only last November serious charges of maladministration at the Fairfield State Hospital brought about another inquiry which ended with the resignation of the hospital superintendent.

Hospital administrators do not, of course, countenance beatings in Connecticut or elsewhere. Yet in case after case, instead of bringing criminal charges, they have been satisfied merely to admonish or, at most, discharge the guilty attendant—leaving him free to move on to other states or even to other hospitals within the same state. A typical instance of this sort came to

light in Cleveland last year when Attendant Aaron Copley was tried and convicted in Municipal Court on a charge of assault and battery upon a patient. Copley contended that he was "being made the goat" and that brutality was commonly practiced in the Cleveland hospital. He submitted charges involving seven separate beatings by three other attendants. When the court probation officer investigated these charges he found that Attendant Hunter, one of those accused by Copley, had a record of previous conviction for arson and had been an inmate of the Veterans Administration mental hospital at Perry Point, Md. Yet despite this record, elicited in a single week by a few letters from the probation officer, Attendant Hunter had had no difficulty in securing and retaining employment at



(RIGHT) OLD WOMAN RECEIVES SIMILAR TREATMENT

the Cleveland hospital, even after suspicious "accidents" had occurred in his ward while he was on duty. The hospital had never bothered to make even a cursory check of Hunter's character and background.

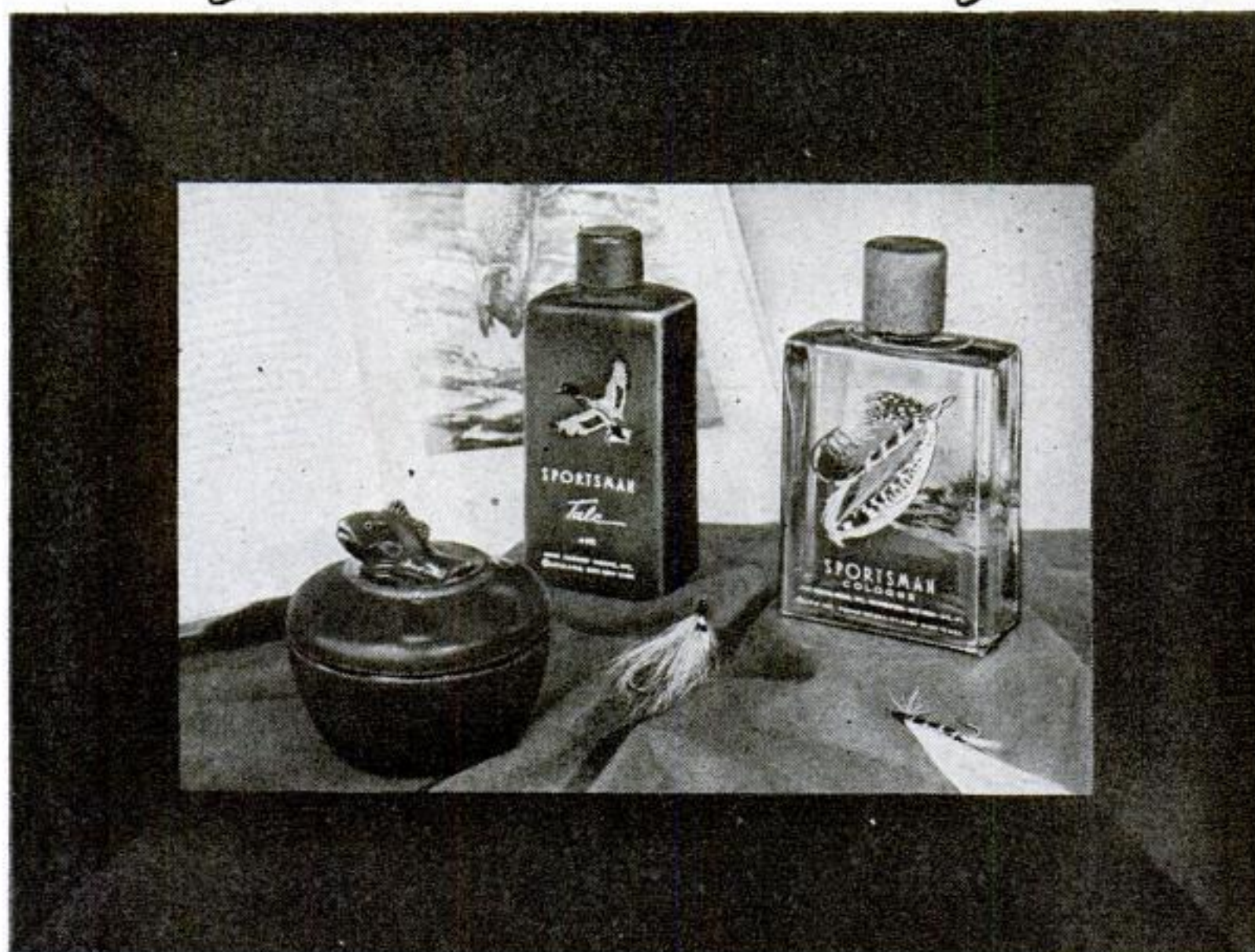
The fact is that beatings are merely the extreme end product of a system which thrusts upon overworked, poorly trained and shamefully underpaid employees the burden of controlling hundreds of patients whom they fear and despise. Far more frequent than beatings are the endless cruelties involved in the use of restraints. Although some hospitals have managed to dispense with physical restraints entirely and others permit their use only on written order from doctors, the all-too-widespread practice is to leave the decision to tie down a patient or

CONTINUED ON NEXT PAGE

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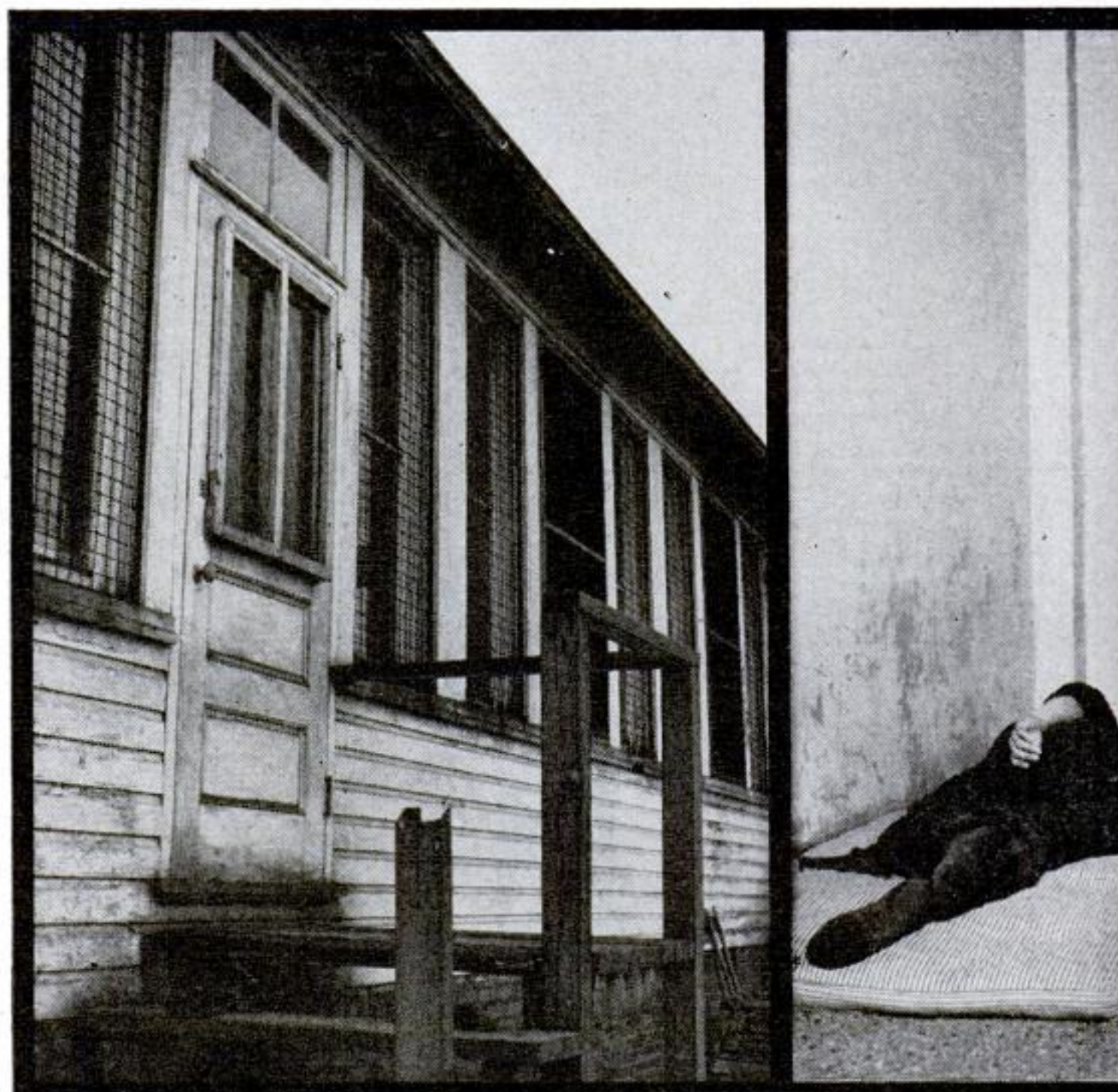


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COTTAGE FOR SENILE WOMEN at Cleveland State Hospital is a fire-trap, with the exit door locked (*left*). Many patients are lodged in virtually

BEDLAM 1946 CONTINUED

throw him into solitary up to the harassed and fearful attendant.

The investigators of the Connecticut hospitals in 1942 cited the presence of 16 patients in restraint and 32 in seclusion at Norwich State Hospital in February of that year. Deploing this, they expressed the pious hope that "the use of such measures be materially decreased." Yet in a single month in 1945, according to records cited by two "conchie" attendants, 26 patients in this same hospital spent 6,552 hours in canvas lacings, mittens and sheets. Eighty others spent 13,900 hours in solitary seclusion!

One conscientious-objector attendant, reporting from a state hospital in New York, gave the following account of the way in which restraints are abused. He wrote:

"We have one patient, E. E., who has been in restraint sheets for a period of several months; often he is not even toileted once during the day. . . . Another patient, A. H., has been in a camisole for over a month and the only time it is taken off is once a week for bathing."

In Pennsylvania, the State Bureau of Mental Health has issued repeated detailed orders, ever since 1925, limiting the use of restraints. In theory, under these orders, restraints "should be applied only on written order of a physician and for a specified period." In theory a complete and detailed record on the use of restraint is supposed to be kept.

Yet the notes of a conference of 30 members of the conchie unit at a Pennsylvania hospital in August 1944 read:

"Sheet restraints are used considerably but *never reported*; the usual practice for the first half day in hydrotherapy (female) is to put patients tautly in restraints with hands above heads, often causing immobility of arms when restraints are removed. . . . Towels are frequently used on both male and female sides for temporary restraint. . . . Cuffs and straps are in general use, in all combinations, partial and complete; sheets are used to tie ankles, necks and chests to beds, benches, chairs. Hands and feet are often observed in swollen condition because of insufficient supervision in such cases."

"Records show an average of 38 or more in restraint; there are some cases when actual number in restraint is greater than the recorded number. Some have been in restraint in B [building] for the seven months that one attendant has worked there; some are in [restraint] on the female side for weeks and months without the doctors seeing them 'because the doctors don't like to go up stairs.'"

In the more "enlightened" hospitals chemical restraints (*i.e.*, drugs) are used to keep the patients under-control so that they will be less trouble to the attendant. In theory these drugs can be prescribed only by physicians or registered nurses. In practice they are often sent up to the wards in batches and administered at the discretion of untrained attendants. A case cited by one conchie at another Pennsylvania state hospital (and corroborated by another



bare cells similar to the one in the center photo. Columbus, Ohio jail (above) houses mental patients until space is available at state mental institutions.

from the same unit) illustrates the end results of such "free hand" administration of drugs:

"L. was a young man about 25 . . . so quick and strong that they had a great deal of trouble trying to overpower him. He was given sedation—sodium phenobarbital—every three hours. . . . After a while, after I had objected to the doctor, sedation was stopped and he made a serious attempt to save the boy. I made a copy of his sedation record. In 108 hours he received at least 90 grains of sodium phenobarbital—making no allowances for probable overdoses and a good bit of Hyoscine. The last few shots were given when he had a fever. He had had so many sedatives, however, that it was hopeless and he died."

OVERWORK BREEDS BRUTALITY

When one studies the almost endless parade of cases such as these, the correlation between mistreatment and brutality on the one hand and low pay, long hours and overcrowding on the other hand is immediately apparent.

At Warren, Pa. for instance, the hospital is supposed to have a capacity of 2,074. Actually its average daily resident-patient population is 2,560; a 23% overload. The scheduled number of employees is 500 . . . the actual number in recent months has averaged 371. There have been four physicians—one to every 640 patients—when the official schedule calls for 12 and any decent standard would require from 18 to 25. The "secret" of these personnel shortages—which have existed since long before the war—is readily apparent when one examines the wage scales. Attendants in Pennsylvania state hospitals start at the magnificent base pay of less than \$900 a year plus maintenance. By contrast the same state starts its prison guards off at \$1,950 a year plus maintenance, although the psychiatric attendant's job is more dangerous and certainly far less pleasant than that of the prison guard.

Nor is Pennsylvania by any means the worst among the states. At the state hospital at Howard, R.I. there were approximately 200 vacancies among attendants on Dec. 13, 1945. The starting wage for attendants was \$55 a month and maintenance.

The rated capacity of Cherokee State Hospital, Iowa is 1,200 patients. On Dec. 20, 1945 it had 1,725 on its rolls. Yet of 20 "budgeted" nurses only two were on the rolls; of 130 budgeted attendants only 62 were actually employed. Attendants' wages start at \$65 a month.

Penny-pinching is not limited to wages. Between skimmed budgets and a lack of help scores of hospitals have not been able to maintain even a minimum standard of building maintenance. From one of the Virginia state hospitals comes the following report:

"There is no shower in the infirmary and senile ward . . . only two bathtubs for approximately 65 patients. . . . In one bathroom dirty water from pipes in a bathroom overhead drips into our bath-

CONTINUED ON NEXT PAGE

Her Resort Ensemble

custom-fashioned by
Clare Potter

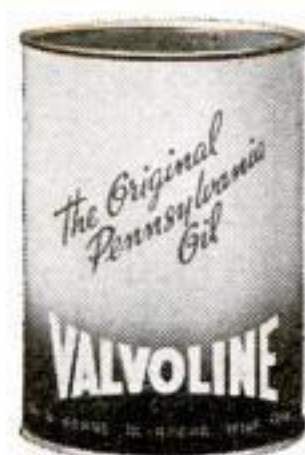
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TUBERCULAR MENTAL PATIENT (left) in Cleveland is strapped to his bed. Such devices are often used because of lack of sufficient attendants.

BEDLAM 1946 CONTINUED

tub and on the patient being bathed, as well as on the attendant doing the bathing."

From a New York state institution:

"On Ward 41 we keep the more disturbed and untidy patients... who frequently break the windowpanes. During the summer no attempt was made to replace broken panes. When cold weather came there were still no windowpanes put in. For two weeks we attendants called the attention of the supervisor to this condition but [he] merely passed it off as unnecessary, not bothering even to go out to the day room to investigate."

Even the food is skimmed. In 1940 the average value of the food consumed by patients in mental hospitals throughout the U.S. was 23.3¢ per day. Some states were trying to feed patients on as little as 17¢ a day and even in such high-cost areas as New York the daily food consumption was only 26.8¢. In most cases these figures include the food raised by patient labor on hospital farms.

Investigators are often fooled by elaborate menus prepared by dietitians and carefully filed in the hospital records. How deceptive these menus can actually be is demonstrated by the records kept by one objector-attendant at a Connecticut state hospital.

One morning in August 1944, when the patients' breakfast menu called for Maltex and soft-cooked eggs, the patients got merely Maltex. That night instead of a menu-listed ration of "macaroni, tomatoes and cheese" their supper consisted of nothing but lima-bean soup. A few days later breakfast was supposed to have consisted of "orange halves, corn meal and scrambled eggs." The patients got only corn meal. For dinner that day they were supposed to have "beef stew and steamed rice with raisins." They actually ate frankfurters, squash and potatoes. For supper they were scheduled to get baked beans and cole slaw. They actually got bean soup and nothing else.

From a New Jersey state hospital, an attendant writes:

"At its worst, which we see daily, the plates take on the appearance of what usually is found in most garbage cans.... I have seen cole-slaw salad thrown loose on the table, the patients expected to grab it as animals would.... Tables, chairs and floors are... many times covered with the refuse of the previous meal."

The inadequacy of the patients' food is often aggravated by the assignment of the finest foods to the hospital staffs. The dinner menu for the doctors at a Pennsylvania state hospital on a Tuesday in August 1945 consisted of "prime rib roast beef with gravy, broiled potatoes, roast corn on the cob, bread (white, whole wheat, rye or raisin) with butter, salad of cucumbers, lettuce and celery, apple-apricot pie and coffee, tea, iced coffee, iced tea, or milk." On the same day patients in several buildings got "hard-boiled eggs, lima beans, beets, white bread without butter and milk or black coffee."

Pennsylvania state law requires that all milk except Grade A be pasteurized. Grade A milk is required to have a bacteria count of fewer than 50,000 per cubic centimeter. On 22 separate occasions from January 1943 to December 1944 tests were made of the milk

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WHEN your baby suffers from teething pains, just rub a few drops of Dr. Hand's Teething Lotion on the sore, tender, little gums and the pain will be relieved promptly.

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**DR. HAND'S
TEETHING LOTION**
Just rub it on the gums

CONTINUED ON PAGE 112

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THE FAMOUS Life-Bra

... brings alluring "lift" to glorify your *upper* Lifeline. \$1.25 to \$3.50.

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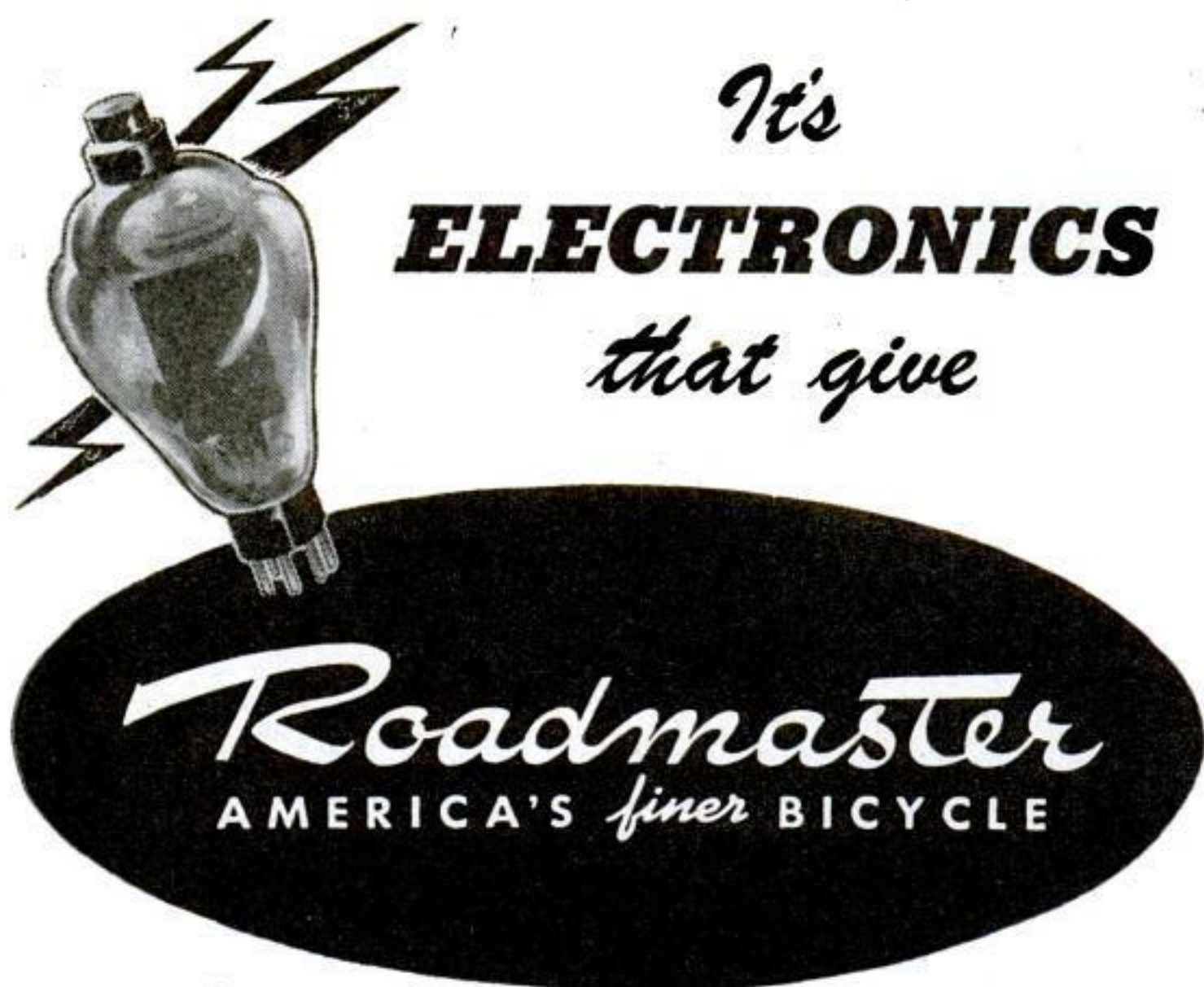


THE LINE of your figure is your Lifeline ... target of all eyes. A wrong line above waist or below can spoil the precious first impression you make ... impair the way you feel and work. For your *upper* Lifeline, Life-Bra lifts—holds—corrects—molds. For your *lower* Lifeline, the new Life-Girdle brings alluring new curves, with elastic comfort and *tailored-in* material control. Working together, these superb Formfit creations GLORIFY YOUR LIFELINE ALL THE WAY! Be fitted today, see and *feel* the difference. At all the better shops and stores.

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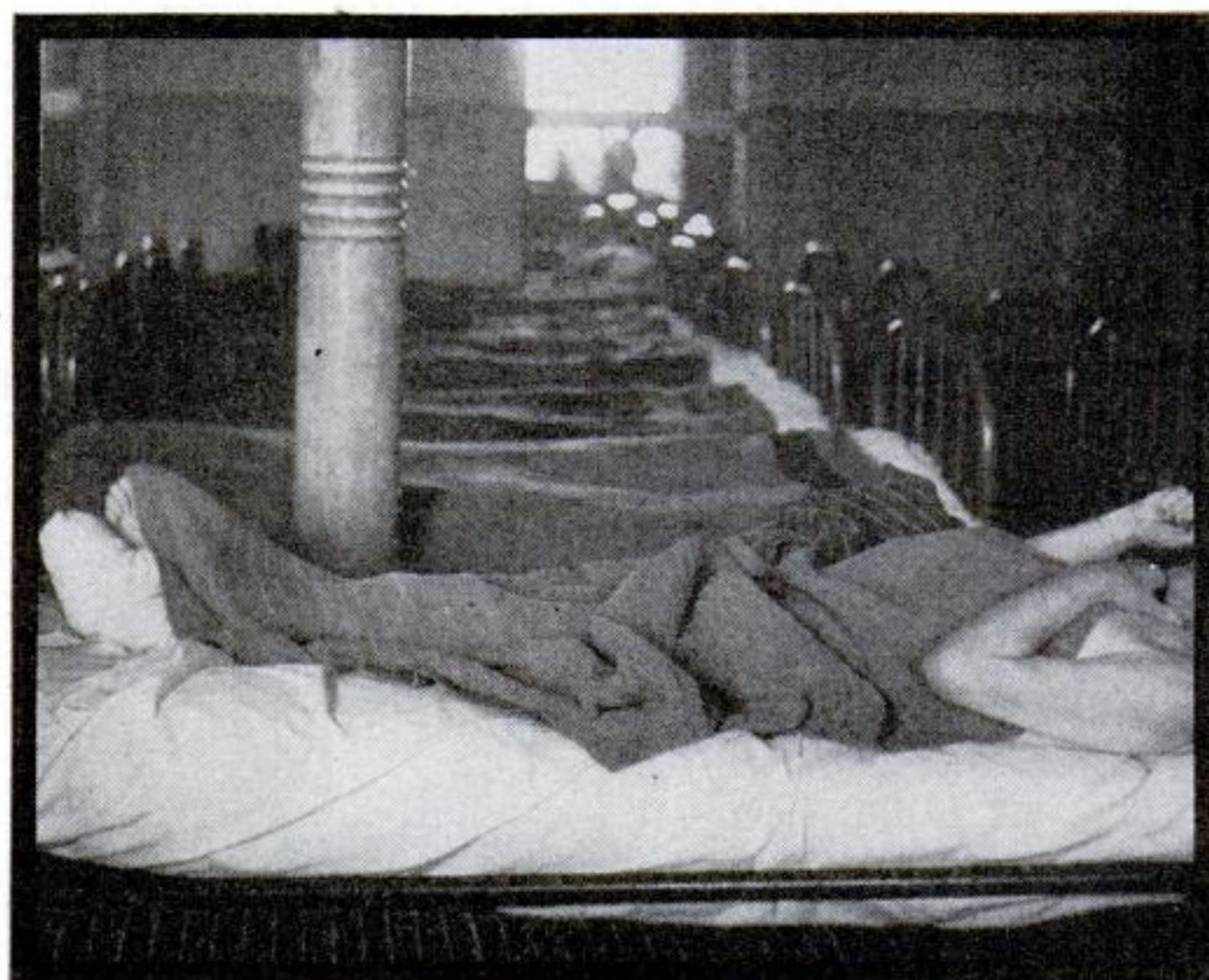
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VACUATOR • CHICAGO, 6



MENTAL PATIENT WITH INJURED LEG has not seen a doctor in four days in Cincinnati's Longview Hospital. Ward was designed as boiler room.

BEDLAM 1946 CONTINUED

served in the patients' dining room at Warren State Hospital. On only six occasions did it comply with the law. The average bacteria count of this unpasteurized raw milk was 398,100. On three occasions it exceeded 1,250,000 and on one occasion it exceeded 3,200,000!

OVERCROWDING MEANS FEWER CURES

Abuse and the punitive use of restraints, overcrowding, underfeeding and dilapidation might all be condoned if only these hospitals achieved a reasonable standard of treatment and cure. But the fact is that the vast majority of them fall far below the achievements of the few better hospitals and far, far below what could be achieved if cure rather than mere custody were the primary objective.

Annually, in the U. S. as a whole, for every 100 mental patients fewer than 12 are discharged as improved. Even of these, more than 40% have to be readmitted and reconfined, usually within a few months.

The discharge rate tends to fall as overcrowding rises. Again using pre-Pearl Harbor figures, New Mexico, overcrowded by 107.5%, achieves a discharge rate of only 4.1%. Illinois, on the other hand, has only a few hundred more patients than its buildings were designed to hold. Its discharge rate is 15.9%, nearly four times as high as that of New Mexico.

There are eight so-called "special therapies" which provide a good index of the degree to which any hospital attempts to achieve cure or improvement for the large proportion of cases where modern medicine offers hope. In most of the northern and central states all eight of these types of treatment are, at least theoretically, available to the patients. But the figures of 1939, before war emergencies arose, indicate that North Carolina offers only two of the eight; South Dakota, Vermont, New Mexico, Arizona and Nevada offer only three; Alabama, Utah and North Dakota offer only four.

In some hospitals the shortage of personnel and the patient overload have progressed to a point where physicians make little pretense of treating any large proportion of the patients. The vast majority of patients get whatever treatment they do receive from unskilled and untrained attendants. A Mental Health Foundation report from an Iowa state hospital reads:

"Attendants give medications constantly and without doctor's signature, on oral orders only. They decide restraint problems and no reports are made. They receive no training. There are no nurses in this hospital."

A similar report from another Iowa hospital says:

"There is no systematic review of classification and parole-eligibility by the staff. Such review was begun a year ago but given up as hopeless within a few weeks. . . . Many patients are good parole prospects but are not considered except upon request of relatives . . . no longer any special diets for diabetics. Such diets used to be prepared some time ago but have been discontinued. Diabetics eat the same meals as other patients now."

Despite work loads that would break the strongest men, many

CONTINUED ON PAGE 115



THE GIRL IS WEARING A STETSON, TOO. IT IS CALLED NASSAU...\$12.95

Who's got the winning straw?

1. If you think we're trying to suggest that you'll be lucky with the girls just because you wear a Stetson Straw Hat, you're wrong.

The boys at the fountain are doing all right for them-

selves, chiefly because they're up-and-coming fellows.

But, being that kind, they naturally dress with an eye to the occasion. Take a close-up look at the fellow in blue, for instance...



2. Mike's blue summer suit is right on the button for summer dress-up wear. His white shirt with wine and blue stripes, and yellow-red-and-blue tie, adds a cool, crisp note. The finishing touch is that Stetson Sennit with blue and yellow band. It's a winning straw on any dress-up occasion. It'll cost you \$6 to draw one.



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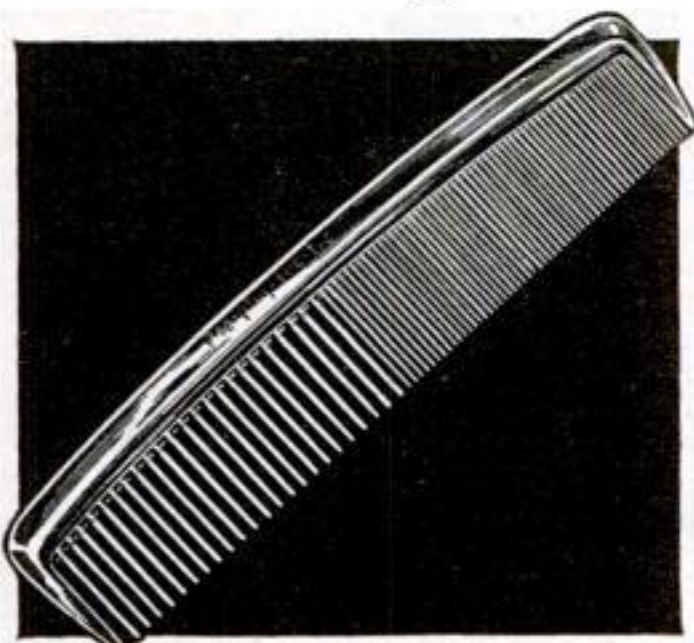


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IN A MODERN HOSPITAL at Youngstown, Ohio a woman psychologist tests a patient. Youngstown has new equipment, many well-trained attendants.

BEDLAM 1946 CONTINUED

state hospital physicians labor to the point of exhaustion in a sincere effort to do their very best under discouraging circumstances. In the many hospitals I have visited I have seen numerous men and women physicians doing jobs of truly heroic proportions. At Dayton, Ohio a 73-year-old woman physician has come out of retirement to work long hours, often visiting her patients in a wheelchair.

TOO MANY DOCTORS ARE INCOMPETENT

Others, however, are incompetents, alcoholics and psychotics who could hold no position in well-run institutions where cure is the objective. All too often the end result can be described in the terms used in a report from an Indiana state hospital:

"During my three months there I never saw the ward doctor give any but a cursory physical examination. He usually would stop but for a moment at the bedside of new patients. He was nicknamed 'the Butcher' by the nurses, after his manner of lancing boils. He seldom came to the ward to declare an expired patient dead. He would be called on the phone by a nurse when a patient was thought to have expired. Usually he would say 'Oke' and that would be the end of it. On outwards, patients are prepared for and sent to the morgue without ever a doctor appearing on the ward."

From a Pennsylvania state hospital a report reads:

"On one occasion a young patient with a fractured hip was sent to us (2-West, Male Infirmary) and we got him up into a wheelchair for several days, not knowing what was wrong with him. No doctor corrected our mistake until five weeks later."

From Utah comes the report:

"A patient became ill and his rectal temperature was found to be 105.4. The doctor who was called replied, 'He gets a high temperature every once in a while, so don't worry about it.'"

Such instances of callousness and incompetence—and the records are replete with hundreds more—cannot, of course, be excused in men licensed as physicians and pledged to the Hippocratic oath. Yet the major burden of blame must be placed elsewhere than upon physicians' shoulders when reports such as this one from a Rhode Island state hospital are considered:

"After much persuasion our ward doctor finally examined a patient suspected of having tuberculosis and sent him eventually to the sanitarium. The patient died two days later of active tuberculosis. The doctor had far too many patients to handle. He was responsible for 550 at the hospital plus some 200 men at the state prison."

As evidence mounts up one is led, inevitably, to the question, "Can things like this ever be corrected?" Fortunately, the answer is "Yes," or rather, "Yes, but it takes hard work." For in the state of Ohio, where conditions were as bad as anywhere in the U.S., a major reform movement is now under way.

It started in 1943 when a group of conscientious objectors stationed at Cleveland State Hospital interested two leading Cleveland citizens, the Rev. Dr. Dores R. Sharpe, executive secretary of the Cleveland Baptist Association, and Walter Lerch of the Cleveland Press. Before these men the conchies laid a stack of affidavits

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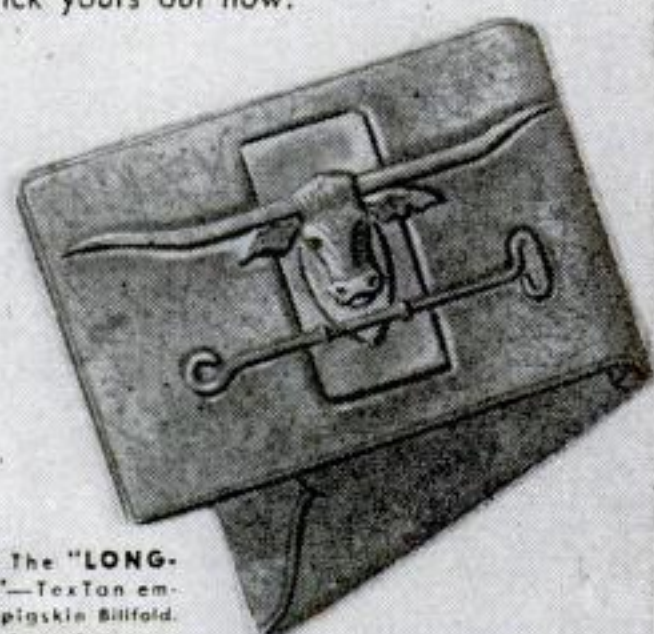
—Rawhide Tanner



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(RIGHT) The "LONG-HORN"—Textan embossed pigskin billfold. Double longhorn on cover, four pockets and "Hide-Away" pocket... \$6.00 plus tax



(LEFT) The "MUSTANG GREY," Texas Ranger Belt named for avenger of the Comanche raid of 1840. Genuine Cowhide—1" width—1/2" bit; let. Textan's patented, removable buckle. \$5.00

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BEDLAM 1946 CONTINUED

a foot high, affidavits covering conditions such as those I have described and other horrors even worse.

After confirming the accuracy of the affidavits by his own investigations, Lerch broke the story on the front page of the Cleveland Press in October 1943. Day after day he brought forth more evidence—proving the beating and shackling of patients, proving the inadequacy and revolting nature of the food, the overcrowding, the low salaries, the neglect of treatment.

At first the stories were met by officials with shocked cries of "It ain't so." But when Haden Blake, an attendant, was ordered arrested for beating a patient and when Blake was permitted to walk out the back door and escape when the arresting officers came for him, the governor was forced to authorize an investigation. Even so, for a period an attempt was made at cover-up and white-wash. The "investigation," conducted by the state welfare director—himself under criticism as the man ultimately responsible for the operation of Ohio mental hospitals—brought forth a report asserting gross exaggerations.

THE SCANDAL GROWS

The entire matter might have died at this point, as have so many other newspaper exposés, had not the Cleveland hospital superintendent, a Dr. Hans Lee, made the mistake of seeking to oust the complaining conscientious-objector attendants instead of those charged with beatings. Lerch sailed in once again, showing that one objector, who had confessed to beating a patient, was being retained while the complaining witnesses were being dismissed. Within a few days another attendant was under arrest. A day or two later a patient walked off the grounds and to the great embarrassment of the authorities committed suicide in public. Church groups and civic bodies rallied around Lerch and Sharpe, calling for a real probe and, after eight weeks of charges and countercharges, Governor Bricker finally named a representative committee to conduct a real investigation.

For months Lerch kept the fires of criticism hot with further charges. It was shown that four female patients had arrived at the hospital only to be thrust into strong rooms and left there unattended until all four came down with pneumonia. Their unconscious bodies and high temperatures were discovered only on the day of their death.

It was shown that rats, in a makeshift basement morgue, ate away the face of an aged patient while his body awaited burial.

It was proved that only 13 beds were provided for tubercular cases in interior rooms having neither sunlight nor ventilation. It was demonstrated that during at least one two-week period no medical officer, except the superintendent on a routine tour, had seen these desperately ill people.

Lerch kept hammering away with more and more evidence until, in May of 1944, seven months after the first exposé, the soon-to-retire governor appointed Dr. Frank F. Tallman to the long-vacant post of State Commissioner of Mental Hygiene. Then things really began to happen.

Within a few weeks, the superintendent at Cleveland "came to the conclusion" that he might best resign. The governor's Griswold Commission came in with a scathing report, confirming the previously denied charges and recommending a \$36,700,000 program for additions and new hospitals.

Yet Sharpe and Lerch and Tallman were hardly satisfied, for recommendations are not appropriations and the proposed "brick and mortar" building program, while desperately needed, did nothing to raise employe standards or solve personnel shortages. They kept on campaigning and in January 1945 got another break when Sharpe was appointed foreman of the Cuyahoga County Grand Jury.

Under the dynamic preacher that runaway jury took the old common law literally and proceeded to investigate the Cleveland hospital from dank cellars to dark attics. It finally issued a special presentment which concluded with an unprecedented indictment of the state itself as "the uncivilized social system which enabled such an intolerable and barbaric practice to fasten itself upon the people."

With Lerch, now joined by other newspapers, making the most of Sharpe's presentment, a reluctant legislature voted \$17,000,000 for new hospitals. Under Tallman many of the worst abuses are being eliminated and the long, hard climb toward a decent standard begun.

A prime point in the new program calls for a chain of receiving hospitals, special institutions to which new cases are sent for diagnosis and three months or less of intensive therapy without the

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CONTINUED ON PAGE 118

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BEDLAM 1946 CONTINUED

stigma of court commitment and incarceration in an "insane asylum." The first of these was opened last November at Youngstown with a capacity of 80 patients and a staff of 60, including two physicians, a psychologist, two social workers and 14 graduate nurses.

Intensive treatment of this sort is expensive. It costs \$6 a day as opposed to \$1.20 a day in Ohio's large and essentially custodial mental institutions. But it produces dramatically effective results. In the first three months of the Youngstown Hospital's operation 89 patients were discharged after an average stay of only six weeks. Of these 71 were discharged back to their homes as "improved" and capable of at least a trial at adjustment to life in the outside world. Only 18 were sent on to other institutions.

The gain to the state is obvious. For something less than \$300—spent on six weeks of intensive treatment—the state receives a high proportion of useful, economically productive citizens, while the custodial institutions, harboring identical cases, spend as much or more per patient at their deceptively cheap daily rate and, in the end, fail to restore the majority of these citizens to society.

In addition to these small intensive-treatment hospitals, Ohio has acquired hundreds of new beds since the reform movement started and has thousands more under, or awaiting, construction. A strong drive is under way to acquire new personnel and—even more important—to train new help so that they can function as medical personnel rather than as keepers. Many of the outstanding sadists and incompetents of the old regime have been dismissed; abuse and mistreatment of patients is no longer tolerated complacently.

Yet the leaders of Ohio's mental-hospital reform movement—both within and outside of the administration—are by no means satisfied with the progress that has been made. Their principal difficulty centers around the pitifully low pay of attendants, nurses and physicians and the impossibility of securing adequate personnel to work 12-hour days for such small wages. Here, up to now, they have been stymied for lack of appropriations.

But they are carrying on the fight. Under the leadership of Dr. Sharpe the newly formed Ohio Mental Hygiene Association has become a rallying point for everyone interested in hospital improvement. Governor Lausche has promised to press for funds for additional personnel and for a change-over to the eight-hour day. If these gains—plus substantial salary increases all the way down the line—can be wrung out of what has been a reluctant and penny-pinching legislature, Ohio will be well on the way to the leading position in the care of the mentally sick which the state once occupied 50 years ago.

For the rest of the country the Ohio experience demonstrates an effective technique through which reform can be achieved. It is no easy formula to follow. It requires years of hard work and the intense interest of at least a few leading members of the community. But spark-plugged by understanding and dynamic leaders and properly presented to the people, a hospital reform movement can sweep any state—just as it has Ohio. For what happens to the mentally sick in our present hellhole hospitals is not the sad experience of some other fellow. Every minister, every doctor and every leader of any community organization knows that mental illness can strike down members of his immediate circle. Given the facts and given leaders of the caliber of Sharpe or Lerch, the people of any state will rally, as have the common people of Ohio, to put an end to concentration camps that masquerade as hospitals and to make cure rather than incarceration the goal of their mental institutions.



REFORM DRIVE in Ohio is led by Dr. Doris R. Sharpe (left) of the Cleveland Baptist Association, shown here conferring with Governor Frank Lausche.



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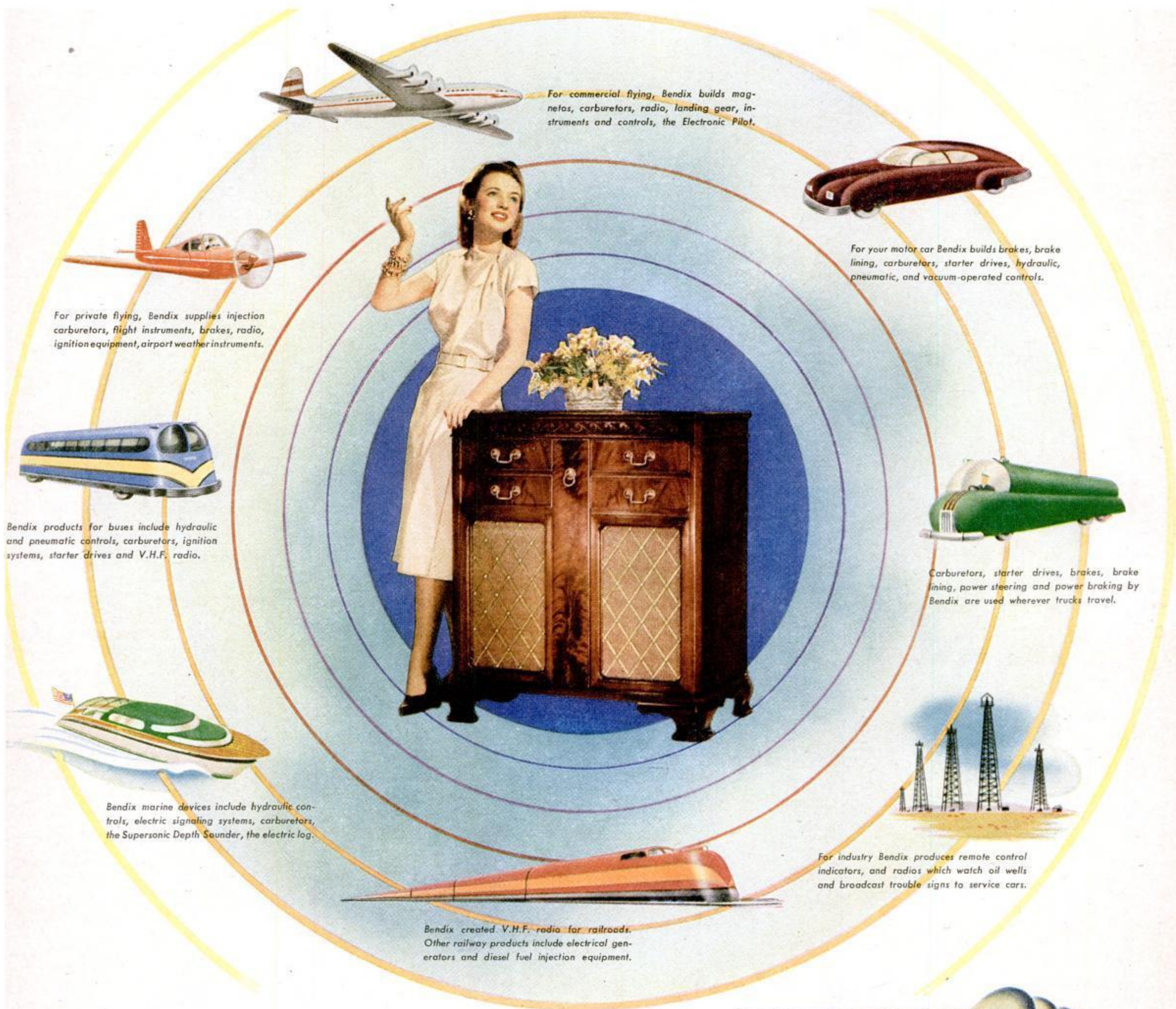
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and skirts. But it still retained its lowly character.

This spring the French *haute couture* took a good look at corduroy and discovered it offers more than wearability. It also has beauty. It has a velvetlike pile and good design possibilities in its ridges (*above*). Furthermore Cosserrat et Cie., which since 1850 has been making all the corduroy in France, this year came out with bright new pinks, yellows and greens. As a result corduroy has now become a fabric for elegant Parisian clothes.

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French Corduroy CONTINUED

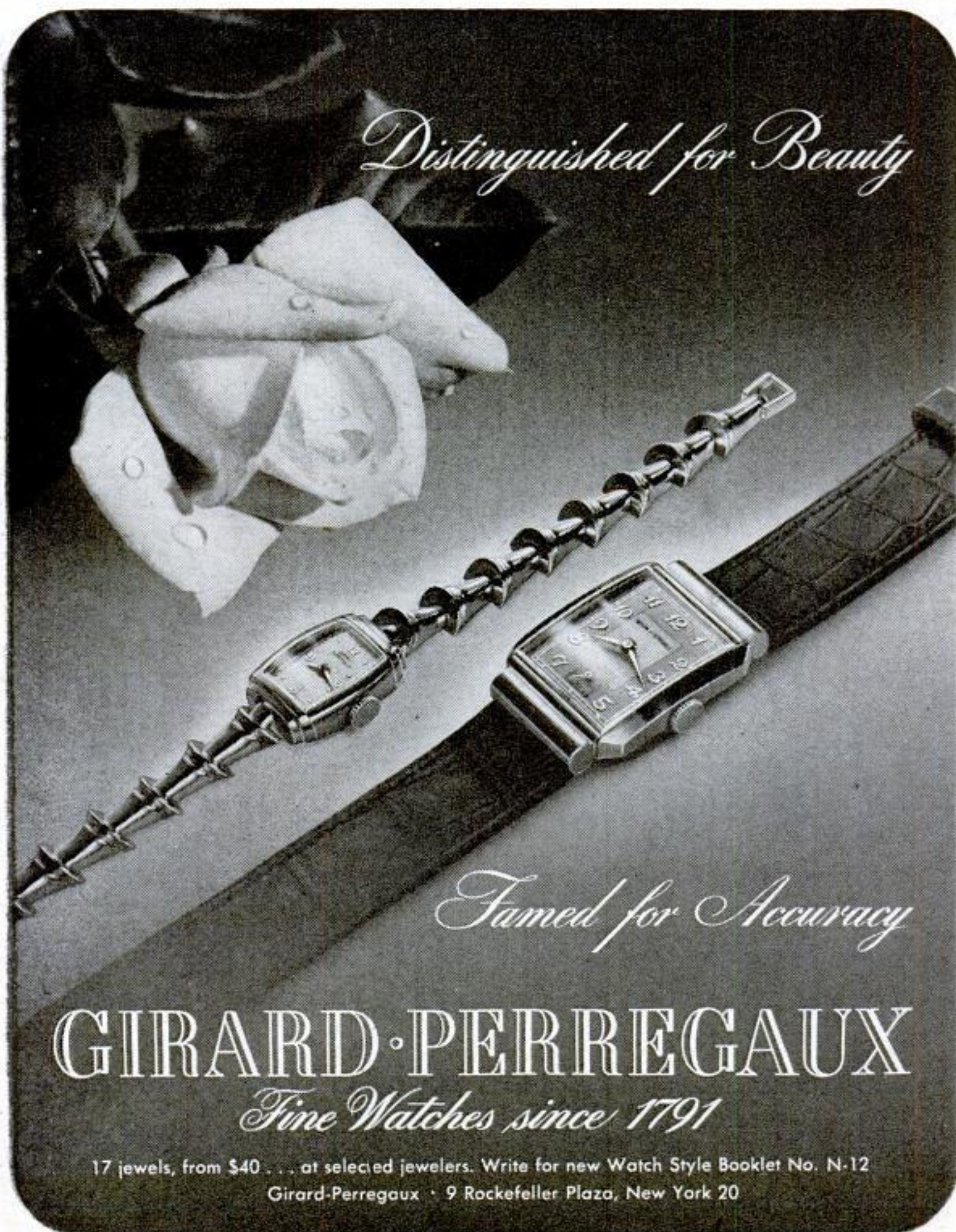


DRESSY COAT by Mad Carpentier is made of strawberry-pink corduroy. It has full sleeves and a soft neckline. Balcony overlooks the River Seine.



SHORT JACKET, also made of pink corduroy, was designed by Jacques Fath. French painter wears corduroy jacket. The girl has borrowed his pants.

Distinguished for Beauty



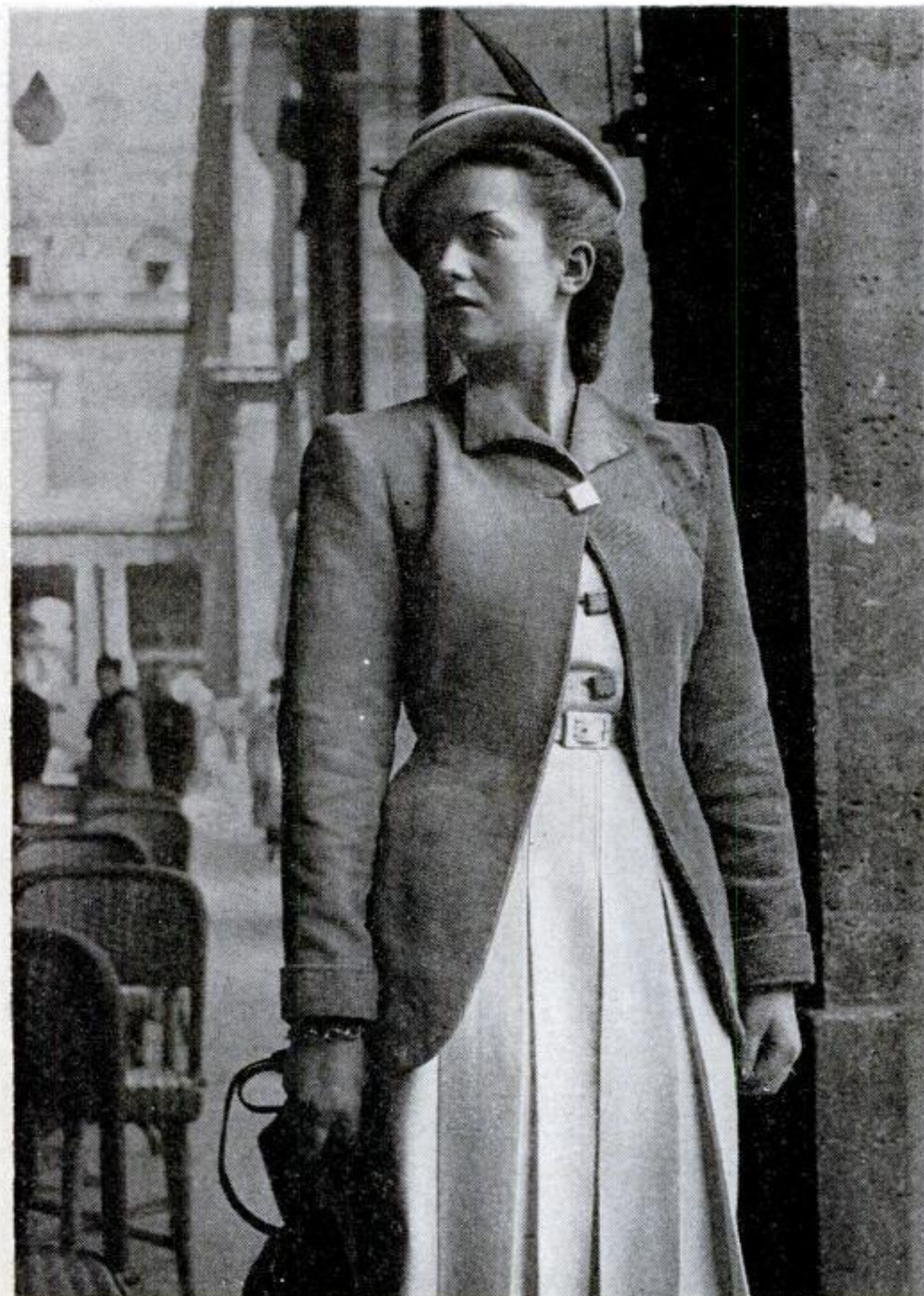
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Fine Watches since 1791

17 jewels, from \$40 . . . at selected jewelers. Write for new Watch Style Booklet No. N-12
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LOOSE COAT, hip-length, designed by Lafaurie, is made of lemon-colored corduroy. Girl is walking along the Tuileries. Louvre is in the background.



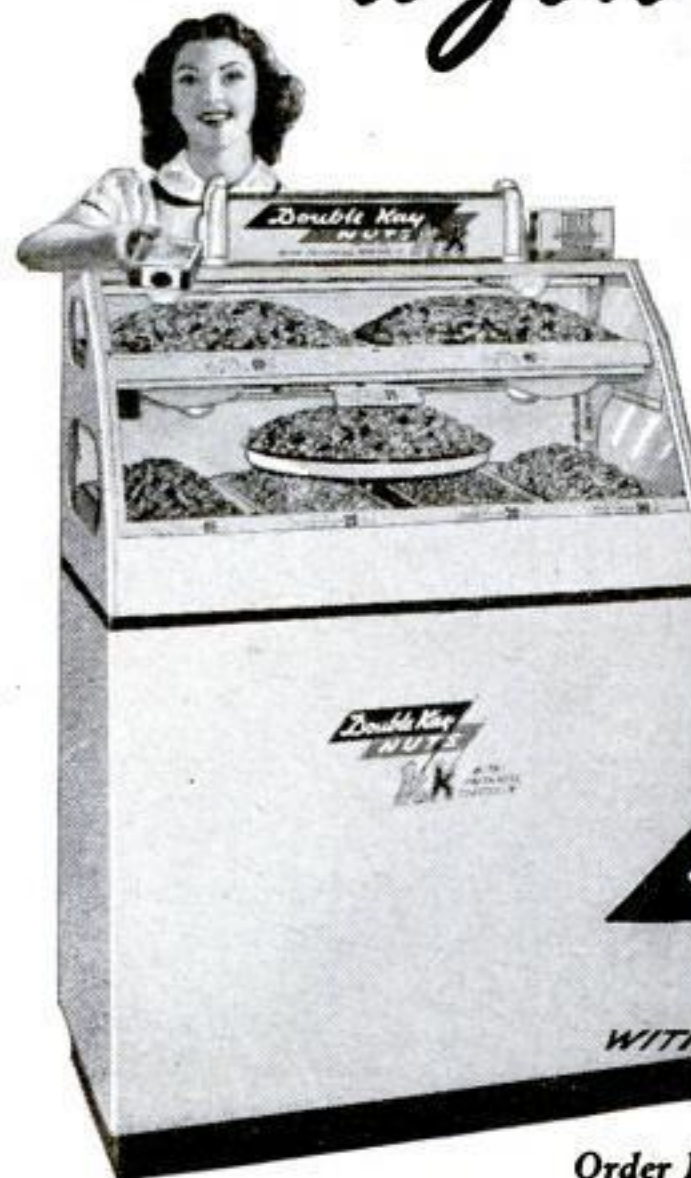
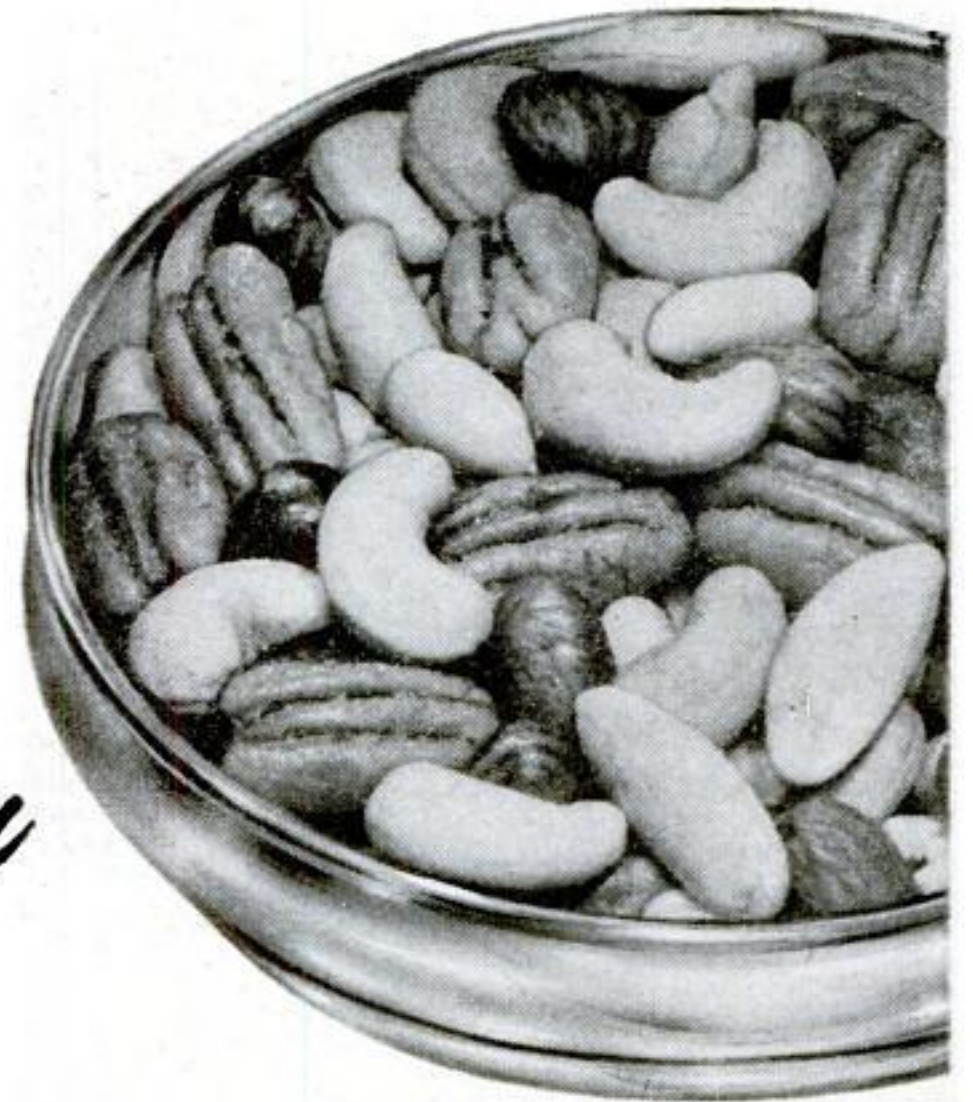
CUTAWAY JACKET with nipped-in waistline is made of fine-waled tan corduroy. It was designed by Charles Montaigne for wear over light wool dresses.

CONTINUED ON NEXT PAGE

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so Fresh*

From the—
Double Kay Nut Shop—

to You



Brighten your bridge parties or luncheons and Sunday dinners . . . with these delicious Double Kay Salted Nuts.

NOW—you will find a sparkling—white—electrically heated Double Kay Nut Shop in good stores in your community—pans heaped high—with the finest nuts from all over the world—packed fresh for you at moderate prices.

Double Kay
NUTS
WITH FRESHNESS TOASTED IN **KK**

Order Double Kay Nuts for Mother's Day Dinner—Now!

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EST. 1715

MARTELL

COGNAC Brandy

IMPORTED FROM COGNAC, FRANCE

AVAILABLE AGAIN, Martell Cognac once more delights the American connoisseur. For the perfect after-dinner liqueur, or for the always refreshing "Brandy and Soda", make sure you specify Martell, world-famous since 1715.

PARK & TILFORD Import Corp., New York, N. Y. • 84 Proof



Is there a pipeful of "Country Doctor" in the house?

Why of course! Cool as a sea breeze. Mild
as a cloudless day. It's Tops in Tobacco.
A satisfying smoking experience—

Country Doctor Pipe Mixture

ECONOMY-LUXURY



25
Pleasureful
Pipefuls
25¢

TRY IT TODAY

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MEDICO FILTERED SMOKING (famous in pipes) A SENSATION IN CIGARETTE AND CIGAR HOLDERS

- 1 Sensational filter
whirl-cools smoke.
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NOW
SMOKE IS CLEANER
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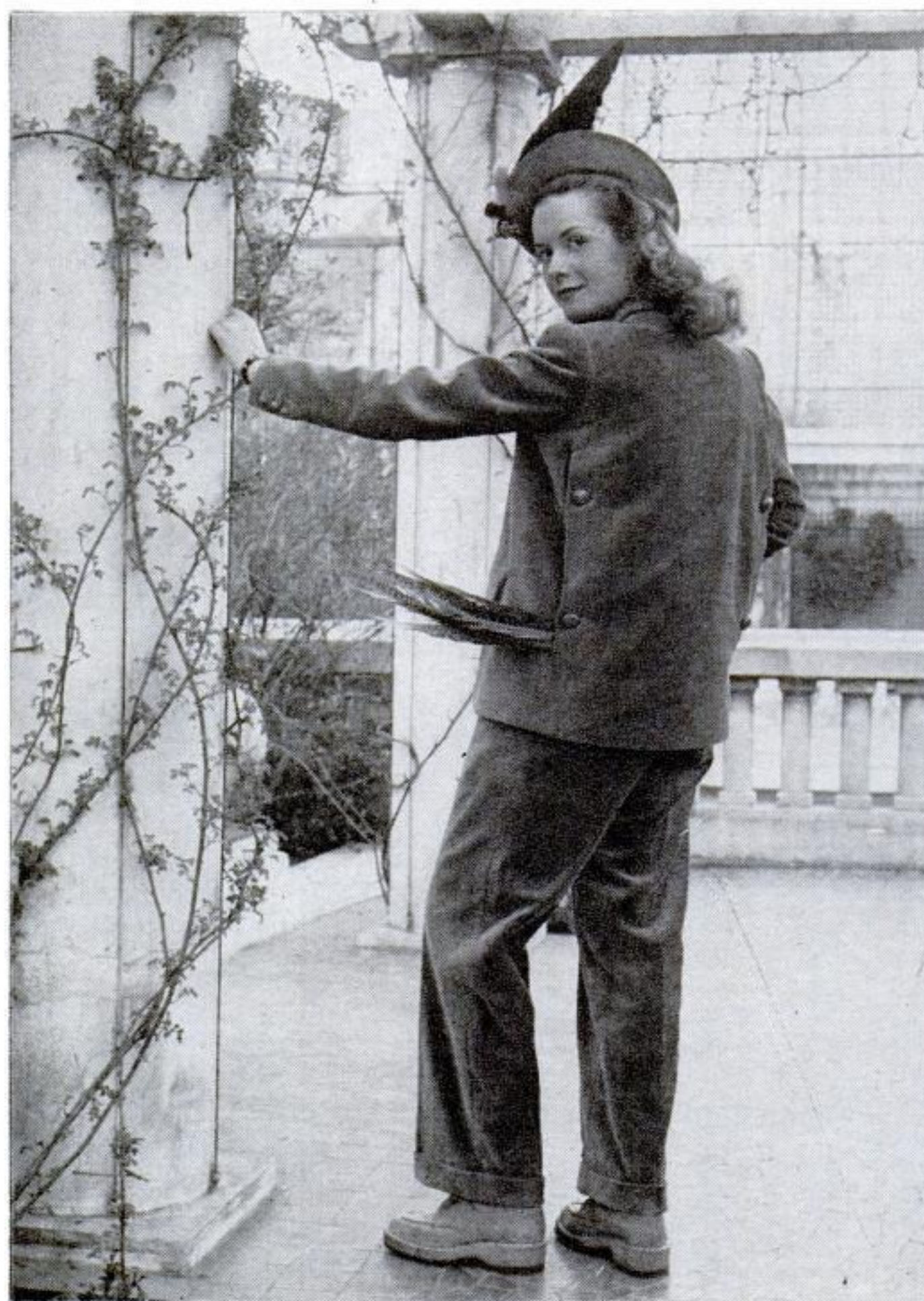
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\$1
with box of
10 filters



Genuine filters
for MEDICO
Pipes, Cigarette
& Cigar Holders
Packed Only
in this Red
and Black Box.

S. M. FRANK & CO., Inc., N. Y. 22

French Corduroy CONTINUED



HUNTING SUIT of taupe corduroy by Pierre Balmain consists of straight-cut slacks and loose jacket, with game pocket at back buttoned at both sides.



LONG TUNIC designed by Madeleine de Rauch slips on over head, is made of light-yellow corduroy. Picture was taken on Avenue du Président Wilson.

NEXT TIME SAY
BRIGHT STAR
for a better
FLASHLIGHT
and better
BATTERIES

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No. 10 M
FLASHLIGHT BATTERY

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FOR
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MORE READERS EVERY WEEK THAN
ANY OTHER MAGAZINE IN HISTORY

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THE SANDALS
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ARE HERE AGAIN

Carefully handcrafted from finest
natural beige cowhide to give you the
same cool comfort, the same rugged
wear as of old. Send us your foot
outline, or mention shoe size. We'll
send you the best looking huaraches
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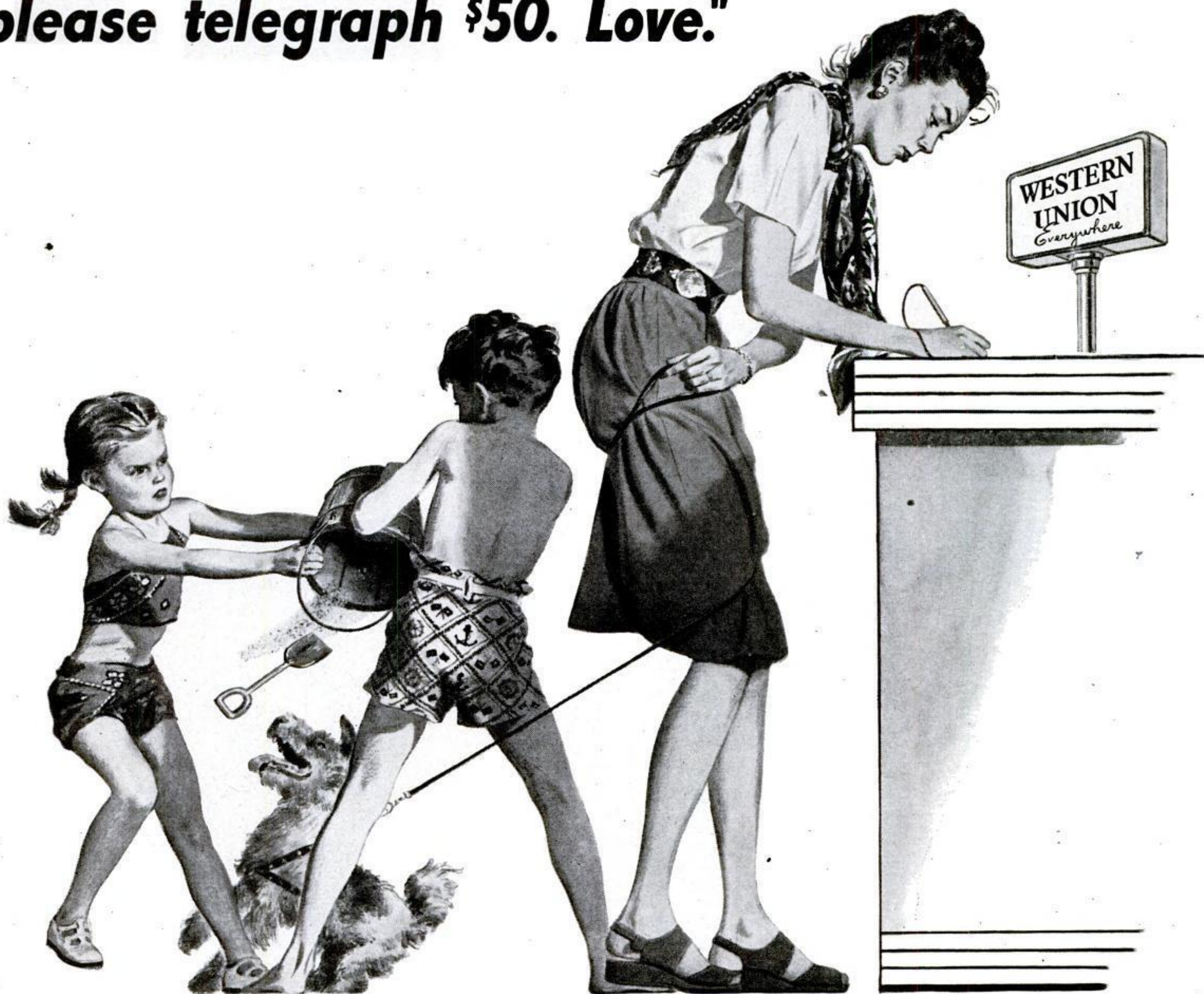


Sizes for everyone—
men, women, children.
Children's sizes \$2.25

Please send _____ pairs Huaraches
Foot outlines enclosed, sizes _____
Name _____
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SANTA FE, NEW MEXICO

**"Having wonderful time...
please telegraph \$50. Love."**



**You may be miles away, but the money you need is only minutes away...
by telegram! Western Union money orders are low in cost... tops in speed.**

● When your trip or holiday runs a little long... and your money runs a little short... just send for some more, via Western Union.

Or, if you forget an insurance premium, or a birthday at home... again, the simple answer is a Western Union money order. Problems, big and little, are being solved this way *by the thousand every hour.*

If you've never sent money by telegram,

you'll be pleasantly surprised to find how fast it is... how simple... and how little it costs. To send \$25 from New York to Atlantic City, for example, the charge is only 68¢. You may add your personal or business message for only 2½¢ a word. (Plus tax.)

The next time you're in a hurry to send or summon cash, be sure to do it the *quickest, handiest way*... via Western Union!

**WESTERN
UNION**



STYLIANOS KYRIAKIDES
WEARS VICTOR'S WREATH



AFTER THE START, veteran DeMar (No. 94) leads second half of field. He hoped to run race in three hours, took ten minutes longer, finished 32nd.

BOSTON MARATHON


Greek flies from Athens to win distance race

Last fortnight at Hopkinton, Mass. 116 long-distance runners started out to run the Boston Marathon, the world's toughest pavement race which runs 26 miles and 385 yards over hard road into the center of Boston. Among the starters were many old-timers because marathon running is a veteran's sport. There was Clarence DeMar, 57, who had won seven times since 1911. There was John Kelley, who had won twice before, and Gerard Cote, a French Canadian who had won three times. But of all the runners the most dramatic figure in the race was an emotional 35-year-old Greek named Stylianos Kyriakides. Kyriakides is the marathon champion of Greece, the Balkans, Hungary and Egypt and holds the record for the classic Greek course from Marathon village to Athens. He flew from Athens to win the Boston Marathon, hoping thereby to publicize the cause of his starving country and raise a shipload of food. At the start he broke into eighth place and moved up slowly. Near the end of the course he was trailing John Kelley. He put on a sprint, passed Kelley and, shouting "For Greece," crossed the finish line to win in 2 hours, 29 minutes and 27 seconds.




WELLESLEY GIRLS join the marathon for 200 yards as runners pass their college. They are trying to establish a college tradition, now in its third year.

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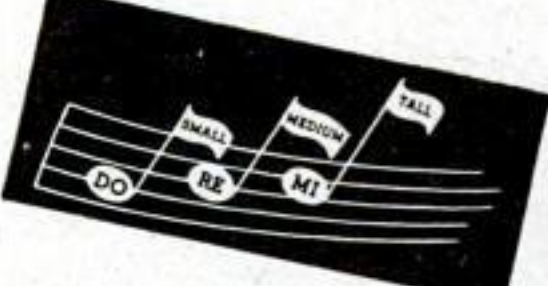
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How do you know they're **HOLEPROOF?**

You *KNOW* they're Holeproof when they're labeled
DO for small, RE for medium and MI for tall!
This perfect proportioning... in width as well as
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Star Bright

BROWN & WHITE!



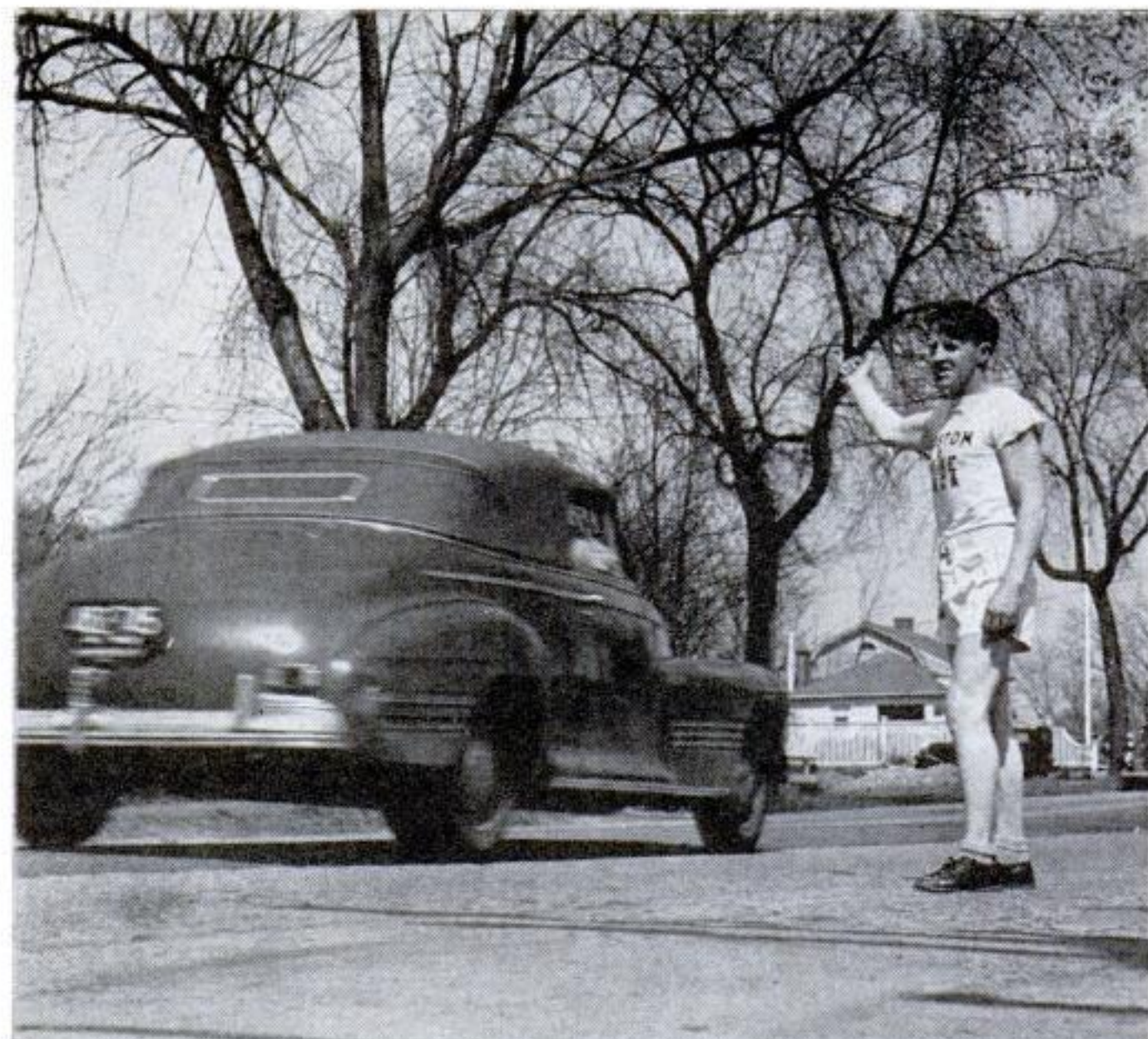
• Wishing for something that will star in your spring and summer shoe picture? Walk-Over proposes a slim sling-back... in favorite brown and white... with arch-and-heel hugging fit. Soft, white suede with tan calf—pretty enough to put stars in your eyes!



Walk-Over

Walk-Over prices
\$8.95 to \$12.95
Geo. E. Keith Company
Brockton 63, Mass.

Boston Marathon CONTINUED



RUNNER HITCHHIKES his way to finish line after dropping out of race with a twisted knee. Of 116 starters only 44 officially finished the marathon.



KYRIAKIDES WINS, punching stop watch as he crosses the finish line in Boston. He ran race fast but scientifically, timing himself every five miles.



BLISTERS were treated in the Boston A.A. dressing room after the race. More than half of the marathon runners suffered blisters, sprains or bruises.

COLLECTOR'S ITEM
Graceful sterling silver
platter created by Mag-
dalen Feline of London,
1754. (Courtesy, Mu-
seum of Fine Arts,
Boston)

**MODERN COLLECTOR'S ITEM
TO GRACE YOUR TABLE**

Foxhall

If you choose your silver with the same discernment used in selecting museum masterpieces, you will look kindly on Watson's Foxhall pattern.

For the masterpieces themselves were the inspiration for both the pattern and craftsmanship of these, as well as other gracious modern examples of Watson Sterling silver, available at your jeweler's today. If it is your desire to own truly fine lifetime silver, by all means see them. The Watson Company, 1456 Watson Park, Attleboro, Massachusetts.

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The Quality Standard
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RONRICO
Best RUM bar none

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Easy to use. No mixing. Also mends toys, models, wood, china, glass, leather, most anything. Sold most everywhere. Ask for this Iron Glue—in handy 10c bottles. McCormick & Co., Baltimore 2, Md.

AN ELEPHANT FOR STRENGTH

LIFE

**MORE READERS EVERY WEEK THAN
ANY OTHER MAGAZINE IN HISTORY**



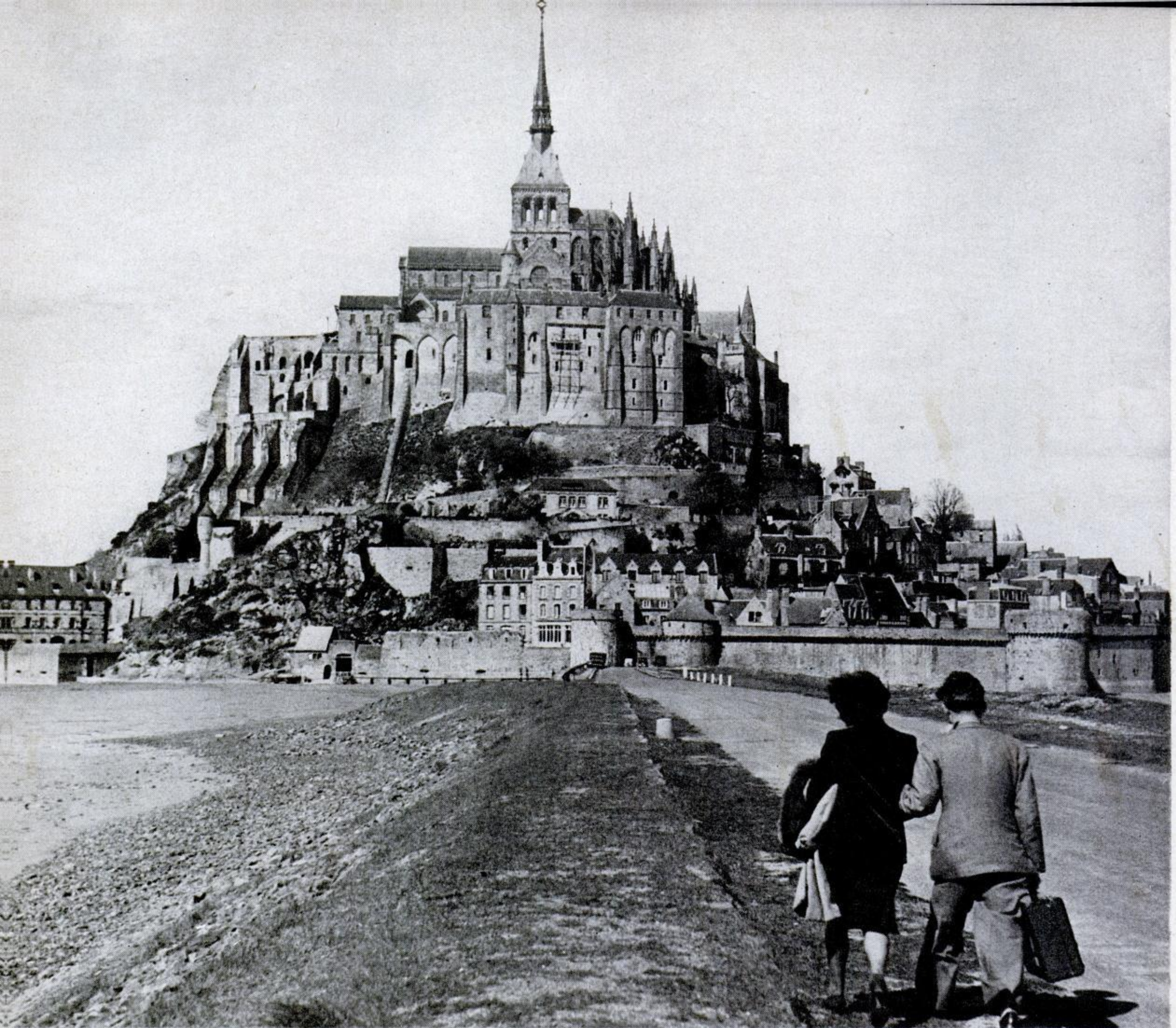
"Will you be surprised!"

...when you get your first glimpse of the big, handsome, new post-war Maytag, now at your Maytag dealer's—the washer you've been waiting for so long. And now aren't you glad you waited. "A beauty!" you'll say—and it is—the most beautiful Maytag we've ever built. But it's a clear case of "*Beauty is as beauty does,*" for no other washer in the world can give you Maytag results. So see the handsome 1946 Maytag which your dealer is offering now at the 1941 price. The Maytag Company, Newton, Iowa.

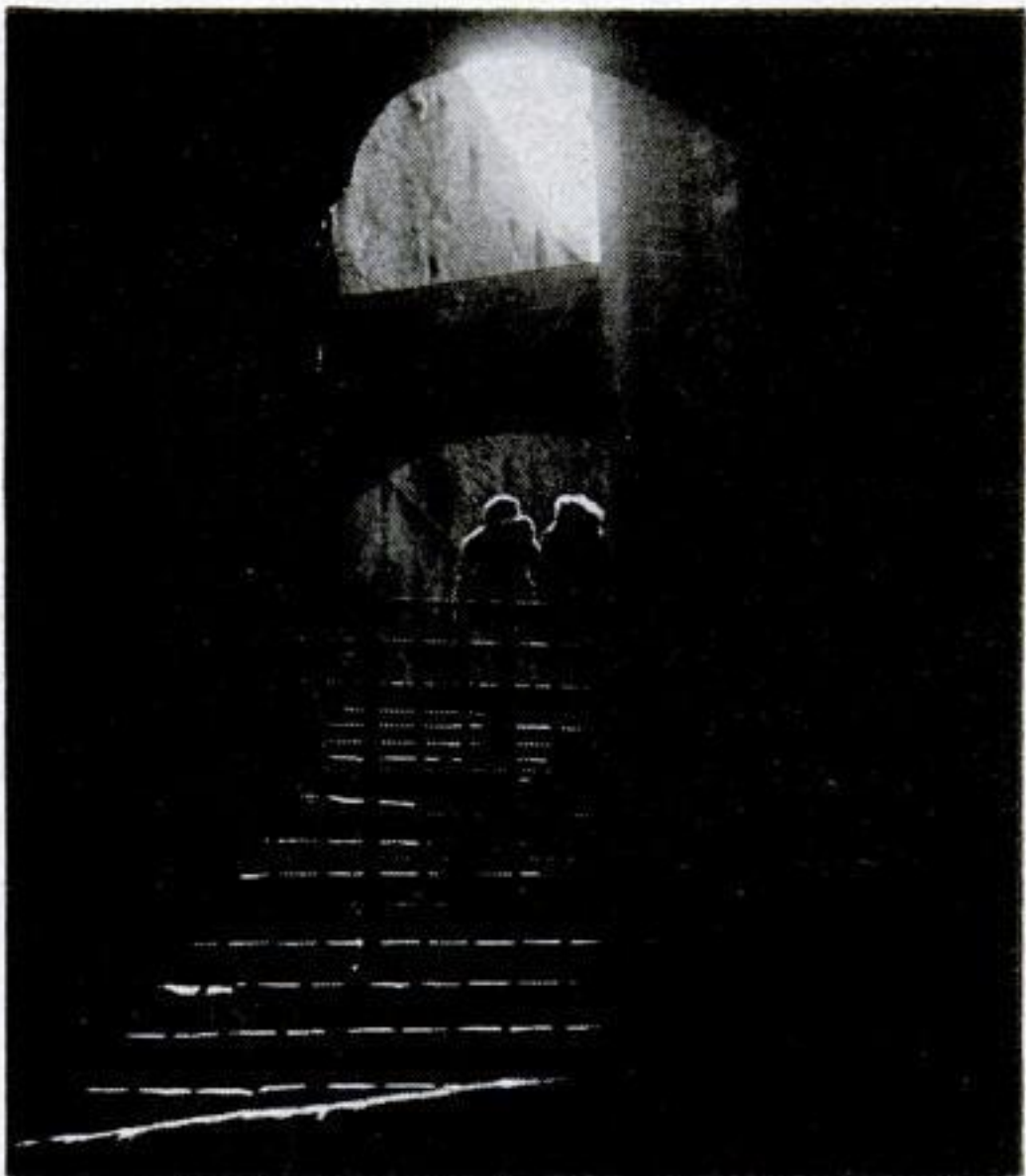
MILLIONS OF WOMEN HAVE THEIR HEARTS SET ON A NEW



Maytag



THE TWO HONEYMOONERS, ANTOINETTE AND HENRI DEPERDU, APPROACH MONT-SAINT-MICHEL ACROSS MILE-AND-A-QUARTER-LONG CAUSEWAY FROM THE MAINLAND



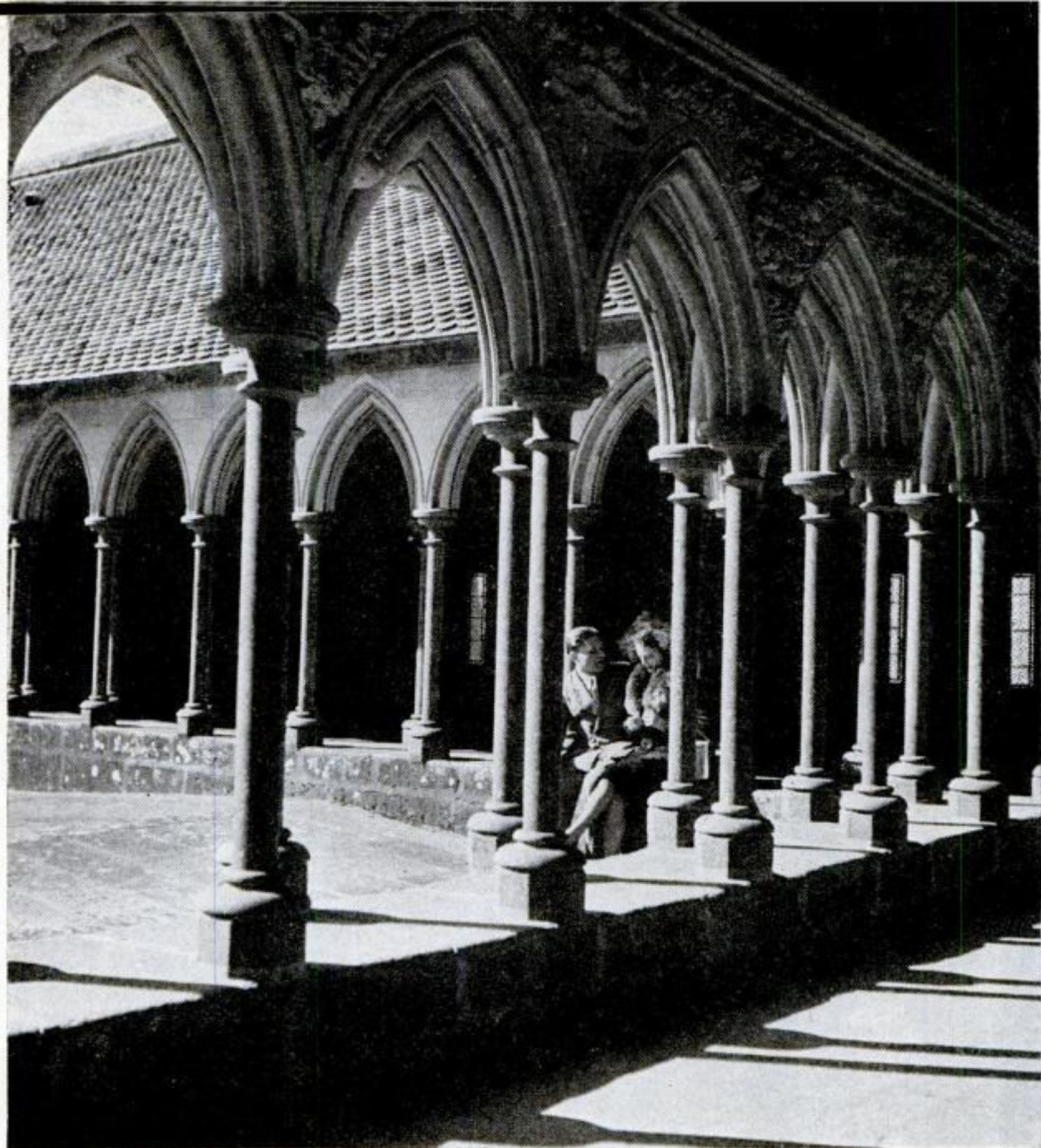
ABBOT'S STAIRCASE leads to abbot's lodging, where chief of the Benedictine monks lived. Above the staircase is a 15th Century bridge connecting with church. Stairs are hollowed by pilgrims' footsteps of many centuries.



PRISONERS' WHEEL was installed while the abbey was used as a prison during Napoleon's time. When prisoners walked like squirrels inside the wheel it turned slowly, hoisting supplies up from the base of rock to the abbey.



LECTOR'S SEAT, which Antoinette is trying out, was place where one monk sat reading aloud to brethren as they dined in huge refectory. Benedictine rule prohibited talk. Room is lit by 57 narrow windows.



13TH CENTURY CLOISTER crowns western section known as "The Marvel" because of its architectural beauties. Cloister construction is light to avoid great strain on lower levels.



LACE STAIRCASE leading from the gallery around top of church is so called because of the lovely Gothic spires and fretwork which look lacy from a distance.

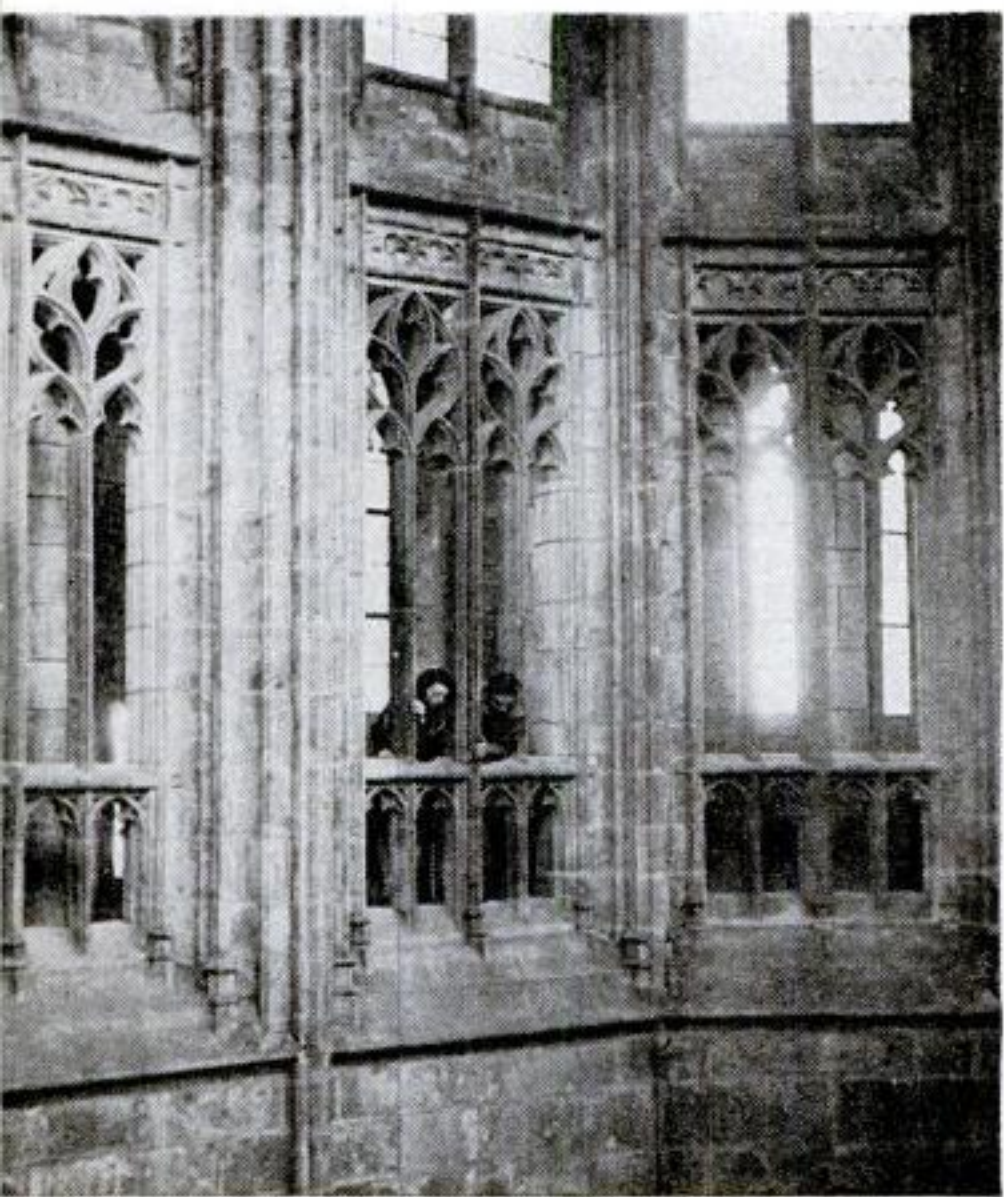
Life Goes to Mont-Saint-Michel

French honeymooners visit the great medieval abbey built on a rocky little island off the coast of France

Across the flat Atlantic sands where Normandy becomes Brittany, an awe-inspiring work of man springs seemingly from the sea—Mont-Saint-Michel, the spired church, abbey and cloisters which Benedictine monks in the Middle Ages erected painstakingly on a rocky islet a mile-and-a-quarter offshore. Ever since the 10th Century, Christian pilgrims from all over Europe have visited this architectural treasure which Henry Adams, the great American connoisseur of medievalism, described as "flinging its passion against the sky." For many years newlyweds from all France have gone there on their honeymoons. At Mont-Saint-Michel this spring, LIFE Photographer Ralph Morse found a honeymooning French farmer couple, Antoinette and Henri Déperdu, sightseeing among the abbey's Gothic beauties, which have been undamaged by the German occupation.

The Germans' only marks were autographs scratched high up the lofty abbey.

The first Benedictine monastic buildings were started in 966 A.D. on the site of an Eighth Century sanctuary to Saint Michael. The great buildings did not reach full architectural flower until the 12th and 13th Centuries, the Transitional and High Gothic periods. Besieged by the English in 1417, monks successfully fought off every assault. After the Revolution the monks were driven out and the abbey was turned into a prison, which it remained until 1863. Since then the French government slowly has restored it to its present state. Antoinette and Henri wandered among these ancient glories with less subtle appreciation than Henry Adams but more reverence than an American GI who, seeing Mont-Saint-Michel for the first time, murmured, "Gee, just like Disney."



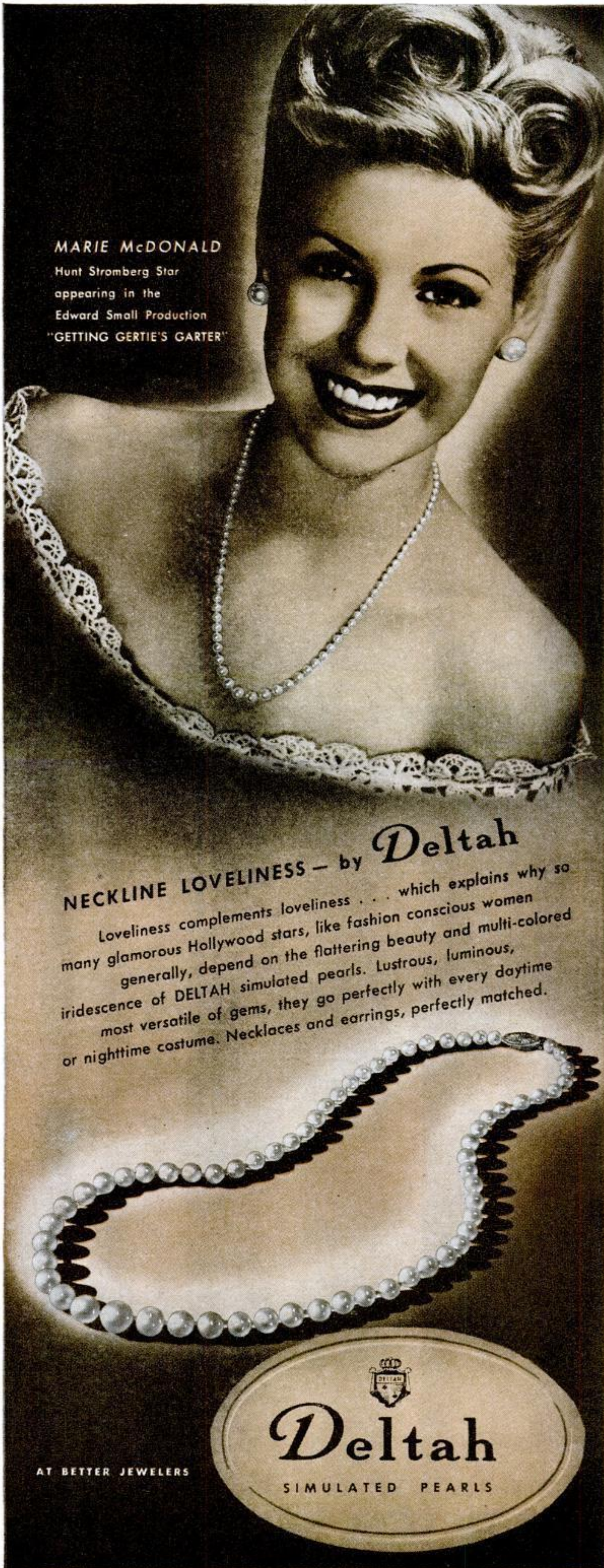
CHOIR LOFT high above church nave was rebuilt in Gothic style after it collapsed in 1421. Main part of church is still original Romanesque. Clear, pale green windows bathe church in light like undersea scene.



KNIGHTS' HALL has heavy columns designed to support the Cloister above it. Déperdus are looking down ancient trapdoor through which supplies were hauled from the Cellar. Monks' activities were concentrated in this hall.




NARROWEST WAY down from the soaring abbey is this staircase which the Déperdus are taking back to main street. The complete tour is an exhausting climb but Henri and Antoinette ended the day with undiminished zest.



MARIE McDONALD
Hunt Stromberg Star
appearing in the
Edward Small Production
"GETTING GERTIE'S GARTER"

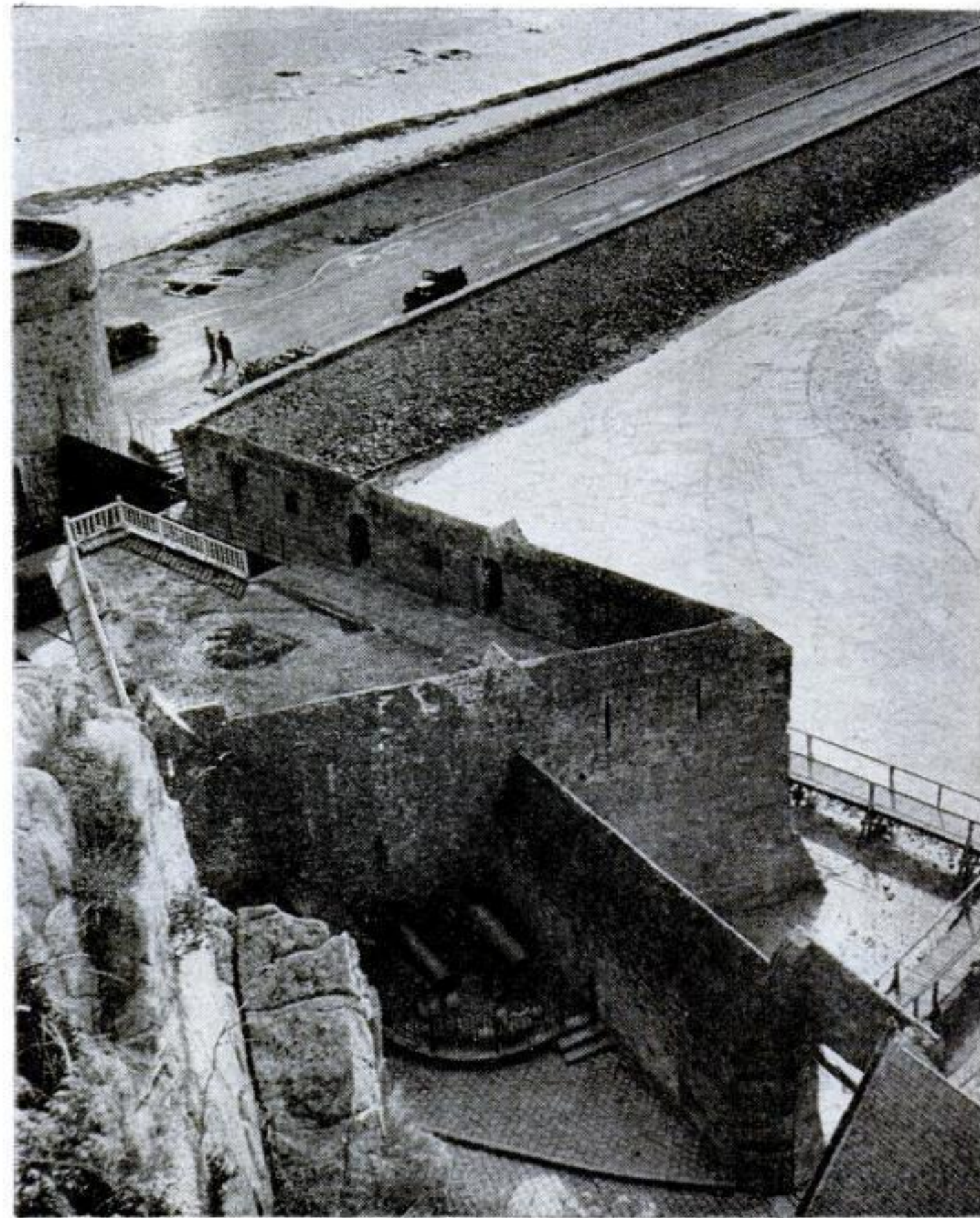
NECKLINE LOVELINESS — by Deltah

Loveliness complements loveliness . . . which explains why so many glamorous Hollywood stars, like fashion conscious women generally, depend on the flattering beauty and multi-colored iridescence of DELTAH simulated pearls. Lustrous, luminous, most versatile of gems, they go perfectly with every daytime or nighttime costume. Necklaces and earrings, perfectly matched.



Deltah
SIMULATED PEARLS

AT BETTER JEWELERS



NARROW CAUSEWAY, only link with the mainland, comes to dead end against granite battlements surrounding island. Only way that vehicles can enter is by leaving causeway at low tide and driving across sand to gate (*lower right*). Tide rises a few feet inside gate, even covering wooden footbridge.



AT MOTHER POULARD'S INN near entrance gate, chef cooks one of inn's famous omelets. Cooked over a hot wood fire, superb omelet makes fitting reward for day of sightseeing by honeymooners. At the inn Henri and Antoinette saw guest book signed by Pétain, Trotsky, German generals, num-

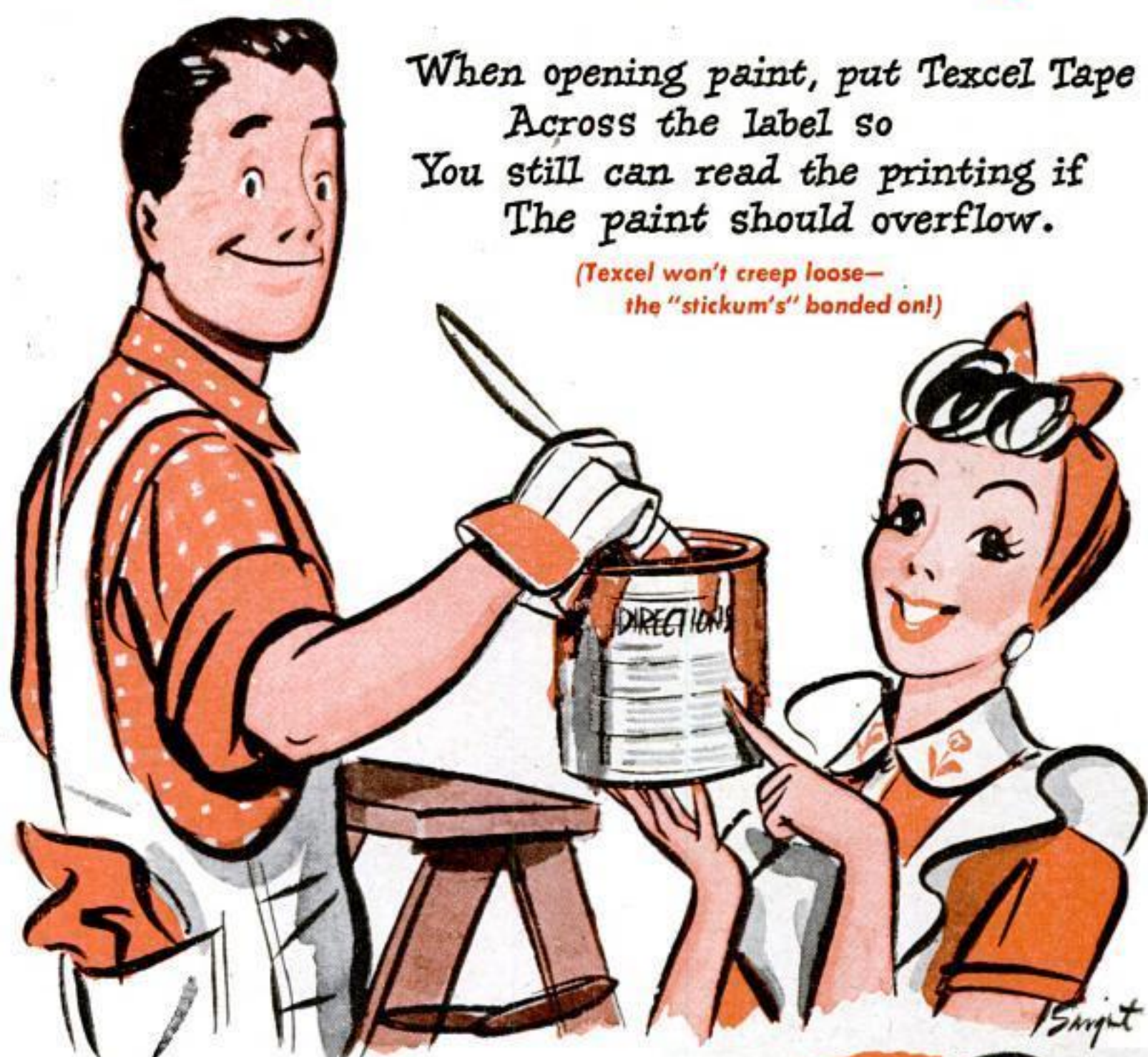


MAIN STREET on island, lined by lodging houses and curio shops, twists up from the gate. Honeymooners bought some new china. During war Germans kept small garrison here mainly for aircraft observation from the high spire. The surrounding sand flats were spiked with poles against parachutists.



erous kings and diplomats who have visited Mont-Saint-Michel. About 250 people live on the island, make their livelihood by fishing, selling souvenirs and operating hotels and boardinghouses for tourists. Island is under government control as a national monument. Church is no longer used for services.

Handy household helper



When opening paint, put Texcel Tape
Across the label so
You still can read the printing if
The paint should overflow.

(Texcel won't creep loose—
the "stickum's" bonded on!)

And if a toothpaste tube should crack,
Here's quite a simple trick!
Use Texcel Tape to seal the slit
It's smooth—it's strong—it's slick!

(Texcel mends securely—
the "stickum's" bonded on!)



When office file cards tear in two,
Don't feel you're in a scrape—
'Cause you can fix 'em up first class
With handy Texcel Tape.

(Texcel means no gummy edges—
the "stickum's" bonded on!)



Yes, Texcel Tape's the improved brand
That's famous for its grip—
The "stickum's" bonded on to stay.
It won't dry out or slip.



To get this improved tape, however,
You want to make quite sure—
The brand name Texcel Tape is on
The roll that you secure.



Texcel Tape

REG. U. S. PAT. OFF.

CELLOPHANE TAPE — STICKS WITH A TOUCH

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In Record Time!



Cocktails for two—or twenty! It's easy. Simply serve Heublein's. You can't get a *faster or finer* cocktail for love or money!

Heublein's Club Cocktails come to you perfectly prepared from the best liquors. Pre-blended and inter-mellowed for maximum flavor. *All you do is add ice and serve.*

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The Five Popular Varieties

Manhattan, 65 proof
Dry Martini, 71 proof
Old Fashioned, 80 proof
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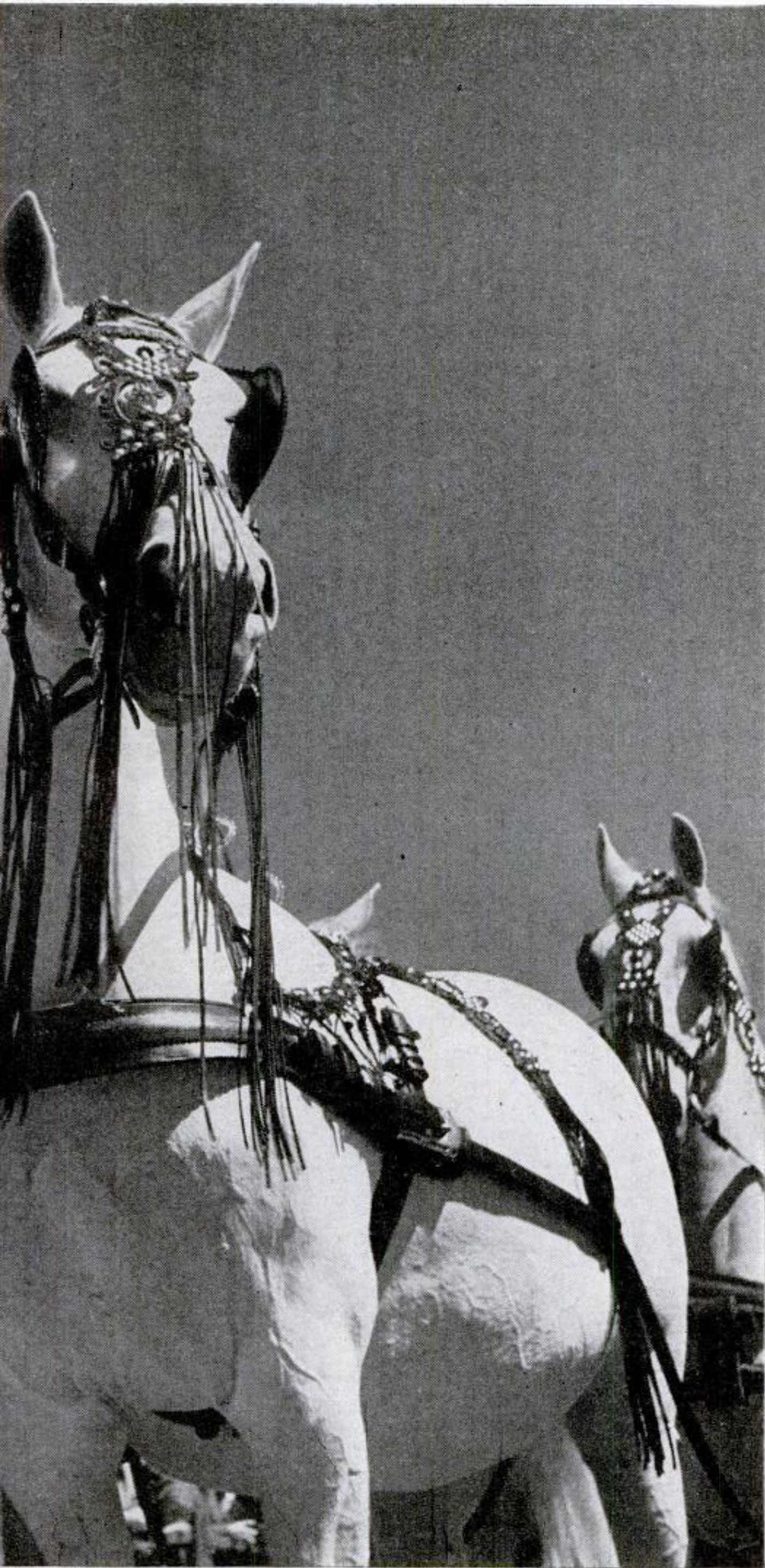


ROYAL LIPPIZANERS IN GOLD-TRIMMED HARNESSSES WERE MOST BEAUTIFUL

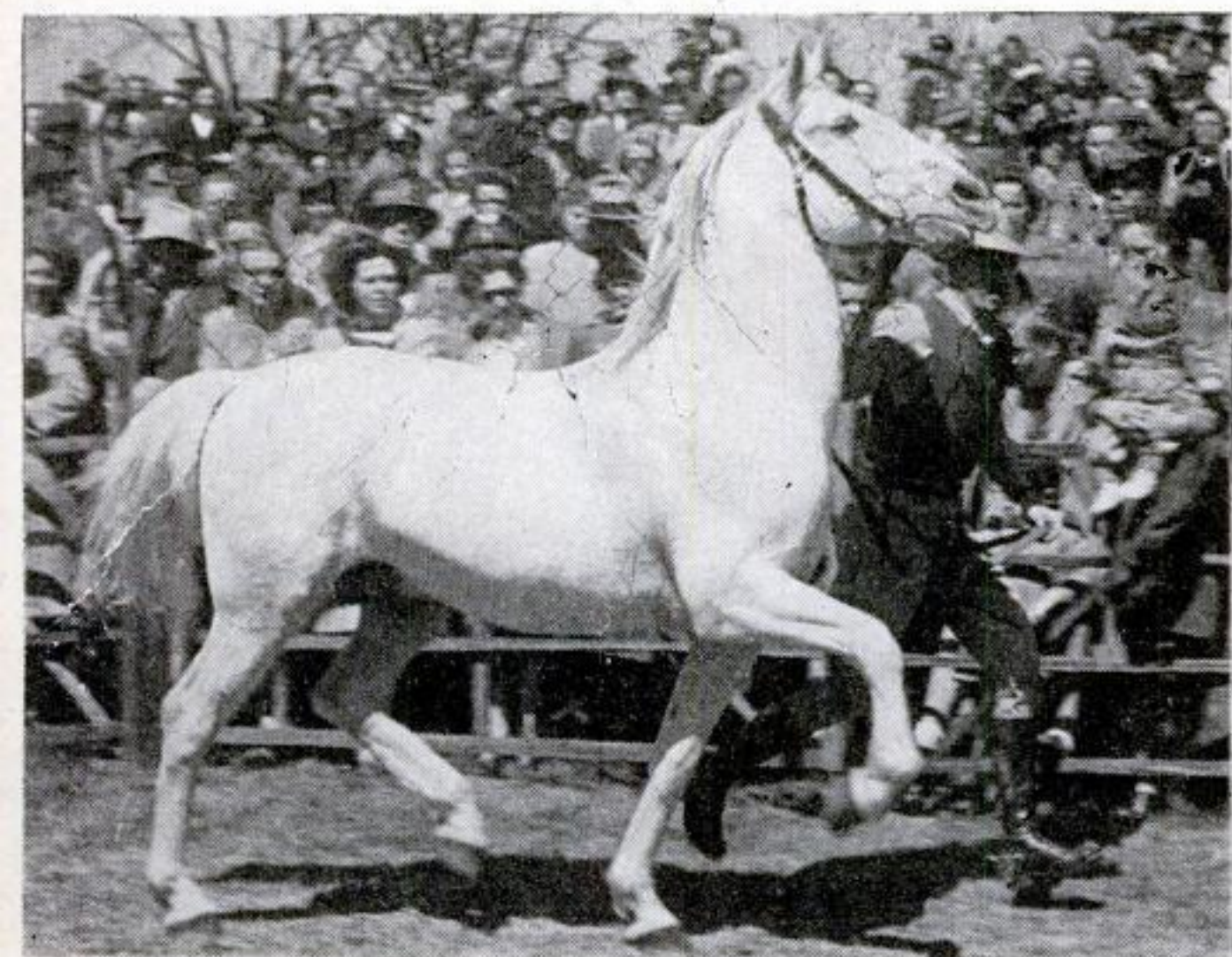
ARMY'S GERMAN HORSES

Breeders come to look over equine prizes of war

At the Army Remount Station at Front Royal, Va. a crowd of notable U. S. horse breeders recently came to see what the war had brought the U.S. Army in the way of fine horse flesh. On exhibition were 143 steeds seized by the Third Army when it overran German government horse-breeding farms. After searching the pedigrees to make sure they were getting nothing but the best, U.S. officers shipped off 63 Thoroughbreds, a few dozen Arabian steeds, some likely half-breds and nine decorative Lippizaners (*above*). The Army plans to use most of the horses to improve the breed of its own mounts. Private breeders have offered fabulous prices for Thoroughbreds like Nordlicht, probably best on the Continent. But since the horses were requisitioned variously from the German army, government and citizens, official registration has so far been refused because pedigrees may not be accurate. Without registration, horses are not permitted to race in the U.S.



SIGHT AT SHOW. THESE HORSES HAVE ONLY ORNAMENTAL VALUE TO ARMY



LIPPIZANER STALLION shows a perfect gait. Lippizaners are one of the oldest breeds. They were bred in Austria as carriage horses for royalty.

CONTINUED ON NEXT PAGE

in a **MOTHER'S DAY...**



There are so many, many occasions to use a



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REGISTRAR



GIVE MOTHER this personal secretary to lighten her busy activities. Princess Gardner Registrar keeps her keys, coins, bills, snapshots and credentials at finger-tip convenience. Fine leather in six costume



colors at leading stores everywhere. Shown in Gahna Saffian leather, \$3.50. "Black Glamour" Vinylite, \$5. Others \$2.50 to \$7.50, plus tax. **PRINCE GARDNER**, Dept. 45, St. Louis 10, Mo.



DESIGNED FOR WOMEN...BY A WOMAN



Lucky Sign for Summer!

LIKE to "pick your luck"? Here's one easy way to do it...

Just drive in where you see the lucky Quaker State Motor Oil sign—and drain and refill with Summer-Grade Quaker State.

It will be a lucky day for your car when you do—for this famous 100% Pennsylvania oil has long

been preferred by millions of motorists. Now, with war-born refining improvements, it's better than ever for keeping motors clean and smooth-running through summer's hottest driving!

Quaker State Oil Refining Corporation, Oil City, Pennsylvania.

Member Pennsylvania Grade Crude Oil Association

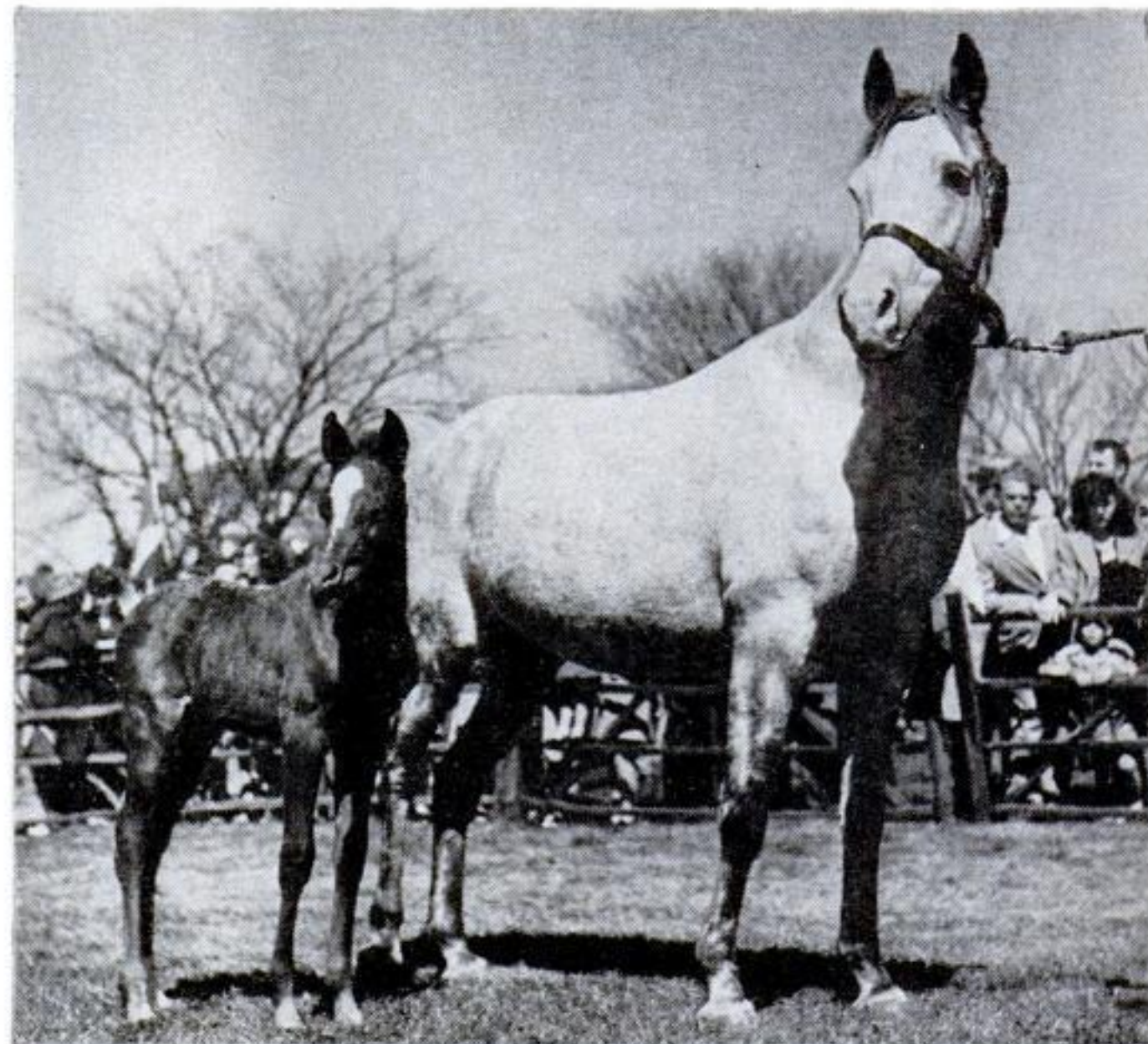
Retail price 35¢ per quart

*It's a lucky day for your car
when you change to
Summer-Grade Quaker
State Motor Oil!*



FOR ALMOST HALF A CENTURY THE WORLD'S PREMIUM QUALITY MOTOR OIL

Army's German Horses CONTINUED



ARAB MARE AND COLT stand in corral. The colt is ten days old and will turn gray or white when grown. Mare was in foal when seized in Germany.



GROUP OF HALF-BREDS grazing in corral carry a preponderance of Thoroughbred blood and represent valuable breeding stock for the Army.



NORDLIGHT is examined by breeders. Nordlicht was winner of the last German Derby in 1944. U.S. stable owners hope to be able to buy him from Army.

Choice of a lifetime...



Relax with lighter, finer *Golden Wedding*, the noblest whiskey ever to bear this grand old name. Discover with pleasure why so many treasure this "Choice of a lifetime".

Golden Wedding

Has
had no
peers for
fifty
years

BLENDED WHISKEY. 86 PROOF. 72¼% GRAIN NEUTRAL SPIRITS. JOSEPH S. FINCH & COMPANY, SCHENLEY, PA.



The Friendliest Club in all the World... Admission 5¢

There's always welcome-on-the-mat—at your favorite soda fountain. This congenial club is as warm and American as an old-fashioned barbecue or band concert night in the village square. Here young people like to gather over a Coca-Cola—for happy recreation. It's the spot that both young and old folks have in mind—when they say "I'll be seein' you" any hour of the day. Yes, whether your favorite

soda fountain is just around the corner on Main Street—or at 42nd and Broadway, why not drop in today for a Coke and *the pause that refreshes*? The dues are only a nickel—and the latchstring's always out!

Coke = Coca-Cola

"Coca-Cola" and its abbreviation "Coke" are the registered trade-marks which distinguish the product of The Coca-Cola Company.



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